

THE NATIONAL Provisioner

THE MAGAZINE OF THE

Volume 94

Meat Packing and Allied Industries

Number 15

APRIL 11, 1936

Sitting pretty

...ON THE RETAIL COUNTER

SOME PRODUCTS look pretty on the counter. Some look pretty bad. How do *your* products look? Can they be *seen* in every appetizing detail? Do they stop the passing crowd?

Products without eye-appeal are getting *less and less* counter display —because retailers know their stuff. But wherever foods are sold, products in Cellophane are *sitting pretty . . . and selling pretty fast*, too!

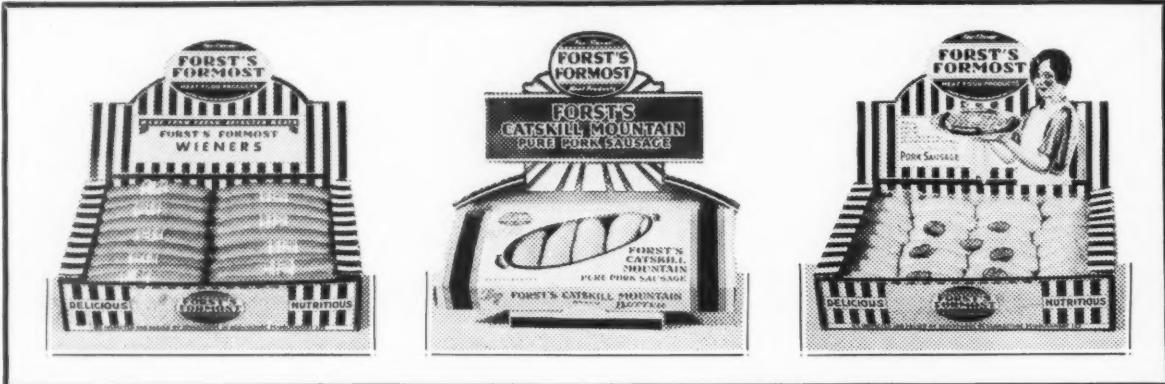
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Cellophane

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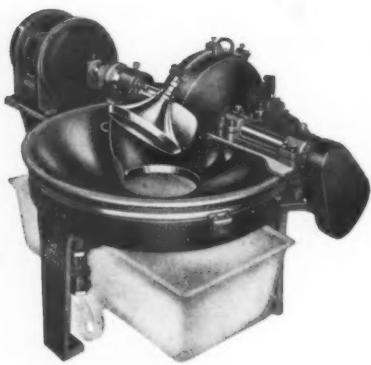
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BUFFALO Machines help to assure uniform fine quality in the production of FORST'S FORMOST Sausage

There is a direct connection between the sausage products shown at the top of this page and the sausage machines pictured here. Jacob Forst Packing Company, Kingston, N. Y., know from experience that, in addition to selected meats, good seasoning and proven formulas, it takes the right machinery to process high grade sausage profitably. That is why the manufacturers of Forst's Formost Sausage have been consistent BUFFALO users for many years.



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Silent Cutter



"BUFFALO" Meat Grinder

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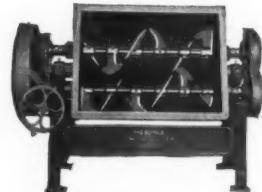
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"BUFFALO" Meat Mixer

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Photo courtesy of Kingan & Company

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A WRAPPER that is *insoluble* as well as grease-proof means a lot when it comes to packaging sausage. For sausage necessarily contains a high percentage of moisture. This moisture would be disastrous to an ordinary wrapper. But Patapar is insoluble. It keeps its full strength no matter how much you wet it. Moisture will not seep into its folds and cause it to tear. It keeps the contents safe and well protected. • That's why Kingan & Company are using Patapar as an inner wrapper for their All-Pork Sausage. Note the clean, nice appearance of the package above. No moisture nor grease has leaked through. No messy stains appear on the outer bag. It looks fresh and appetizing. Patapar is insoluble! • Your product, too, may need this extra protection. Why not let us send you samples and prices of Patapar? When writing tell us the nature of your product.

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The National Provisioner

THE MAGAZINE OF THE
Meat Packing and Allied Industries

Volume 94

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"THE NATIONAL PROVISIONER
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HIGH ABOVE cut-price, profit-less competition

One of the most annoying problems you have to face, as a maker of real quality sausage, is the competition of concerns without reputation, standards or conscience.

When you make a quality line of bologna products, and your salesmen report that the dealers are buying 10c stuff—just what can you do about it? How can you stop unprincipled retailers from substituting inferior sausage when consumers ask for your brand?

Here's a suggestion: Make your product LOOK different than the cheap stuff!

Put your name and brand on the "TEE-PAK" casings—the 10c fellows can't copy that. Dealers can't substitute inferior sausage and tear down what you have taken years to build up.

Nameless products all look alike to the con-

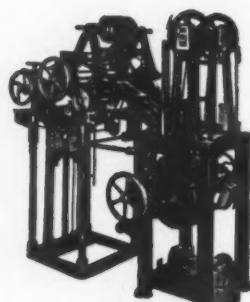
sumer and to the dealer. That is why we recommend that you display your brand on the "TEE-PAK" casing. Then the consumer belongs to you, not to the dealer. And the repeat business belongs to you, not to whoever happens to quote the lowest price at the moment.

The list of high grade manufacturers using "TEE-PAK" casings, labelled with attractive designs created by our Art Department, reads like the Blue Book of the packing industry. When you make good sausage, and are bothered by cut-price rivals, let us suggest a design which will lift your product high above this profit-less competition.



TRANSPARENT PACKAGE COMPANY
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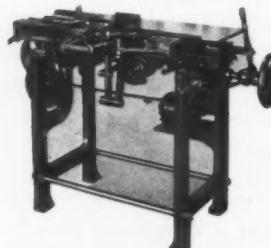
PETERS EQUIPMENT GIVES
Better Packaging
AND PAYS FOR ITSELF THROUGH SAVINGS!



PETERS Senior Former with
Automatic Feed



PETERS Junior Forming
and Lining Machine



PETERS Junior Folding and
Closing Machine

Competition cracking down?
Here's a way to beat it, and
cut your costs at the same time!

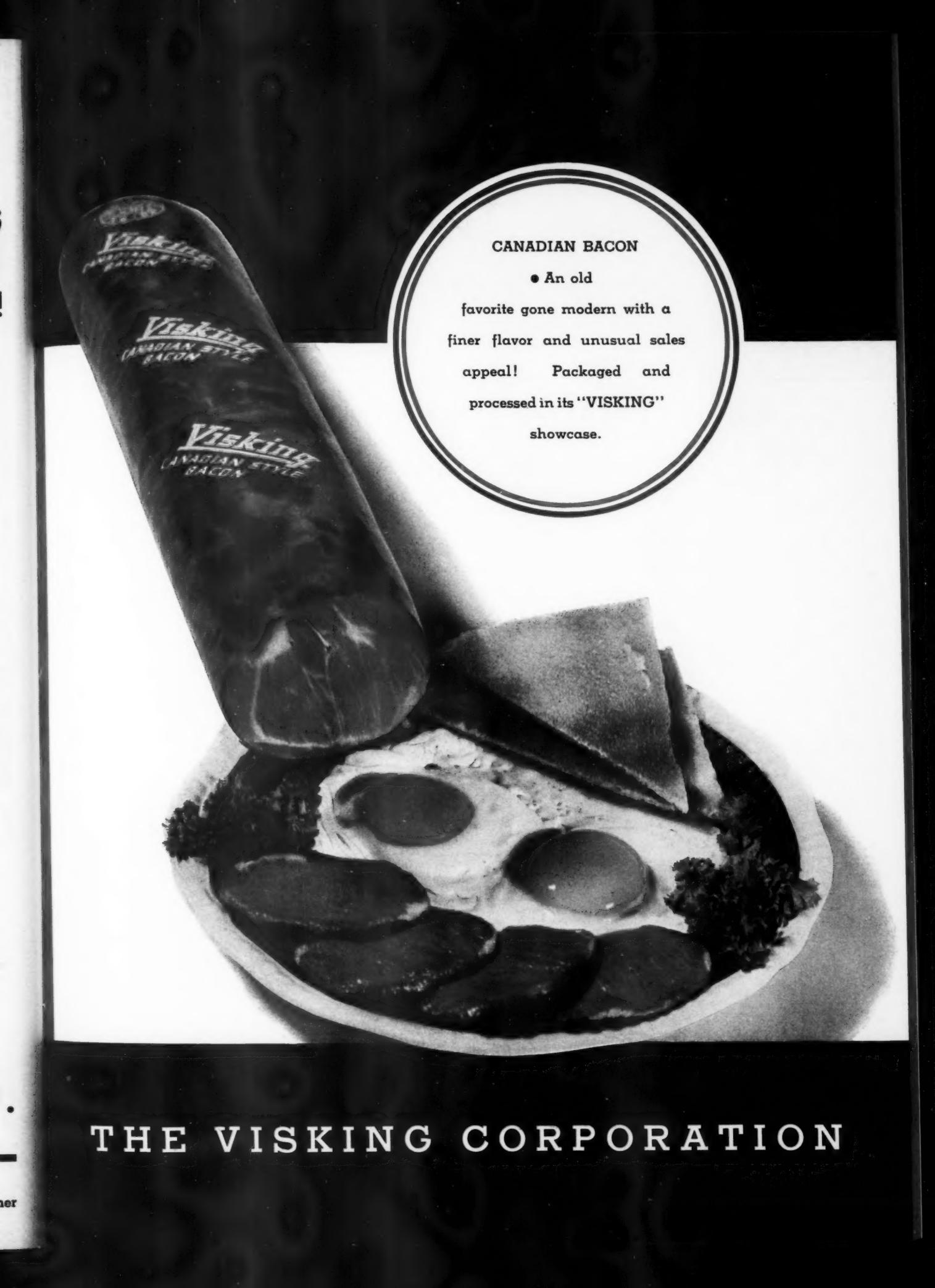
Install a unit of the sturdy, speedy PETERS Junior Model Packaging Machinery. The PETERS Junior Forming and Lining Machine handles 35 to 40 cartons per minute and the PETERS Junior Folding and Closing Machine matches this production capacity. These two machines, with a single operator, will exceed the production of SIX girls working by hand—and do a better job. Real money and space savers for smaller plants or those working on many sizes.

Automatically fed PETERS Senior Carton Forming and Lining Machine with PETERS Senior Folding and Closing Machine will produce 60 completed packages per minute. Perhaps hard to believe but absolutely true, in one plant an installation of a unit of this equipment released 10 to 14 persons for more productive work and produced savings figured at over seven thousand dollars per annum over old methods—and vastly improved the quality of the work, besides. Any PETERS Machine can be run separately or in tandem.

The list of PETERS users in the meat packing industry includes every progressive packer. There must be a reason! Our engineers will gladly visit your plant, study your problem and make recommendations—without obligation on your part. Write today.

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• An old
favorite gone modern with a
finer flavor and unusual sales
appeal! Packaged and
processed in its "VISKING"
showcase.

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"*And some
of That*"

Capitalize on
"impulse buying" by letting
women SEE your product in
"VISKING" casings.

Women are ever searching for something tasty,
different, new—a "change" from the round of ordinary
dishes. That's why you hear them say so often . . . "And
give me some of THAT."

One of the greatest attributes of a "VISKING"
casing is that it attracts attention to your product
by displaying it so tastily, so appetizingly that it is
irresistible.

Since all women are "impulse buyers"—give
them the impulse to buy your products by showing them
at their best in "VISKING" casings.

Over 70 patents issued by the United States and Foreign countries
are owned by The Visking Corporation with many more pending.
Purchasers of "VISKING" casings are licensed by The Visking
Corporation to practice some of their patented processes during the
preparation of food products when packaged in "VISKING" casings.
However, licenses do not extend to the use of these patented pro-
cesses in the preparation of products not to be packaged in
"VISKING" casings.



"VISKIN
the regis
trade-ma
The Vis
Corpor
designed
interest
casings on
ing."

THE VISKING CORPORATION

6733 WEST SIXTY-FIFTH STREET • CHICAGO • ILLINOIS

HEARD AT THE PACKAGING SHOW

There was a right curious crowd at the Sixth Annual Packaging Show held in New York last month, and a lot of them asked us the same questions. Perhaps you, too, are curious on one or two of these points—so here are the answers.

Question:



"Where can I get a good design for my tin container without spending a lot of money?"

Answer:

Continental maintains a large staff of competent designers whose services are available to any manufacturer. Just let them have a sample of your present container and they'll be delighted to analyze your problems and offer suggestions for redesigning.



Question:

"I have a hunch that a different shape would make my package distinctive, or that some sort of an easy opening gadget or unique closure would give my container a competitive edge. Where can I get advice on that sort of thing?"

Answer:

The Continental Development Department spends its days, and many sleepless nights, solving problems of just that sort. They are the boys who dug up the one-hand opening and closing gadget that is selling a heap of Pebeco tooth powder—and developed the famous Cap Sealed beer can with the easy-opening, easy-pouring features that give it

such a competitive edge. The facilities of this department are available to anyone.



Question:

"Why should I use lithographed cans instead of paper labels?"

Answer:

Because the rich lasting beauty of an attractively lithographed container implies quality, has eye-appeal, and in every way does a better selling job. Your brand name is permanently affixed to a container which frequently has a secondary use in the home. It does not mar or tear, is water-resistant and virtually stain proof. To many manufacturers the substitution-proof feature of a lithographed container whose label cannot be changed is a mighty important factor.



Question:

"Could you make a can for my bird seed like the Whoofis Company uses for sodium perborate?"

Answer:

Of course! We manufacture a complete line of tin containers in every conceivable size, shape and style—from tiny ointment cans to 110 lb. lard drums.

The answers to those questions explain why Continental is able to render a complete packaging service

CONTINENTAL CAN COMPANY

NEW YORK

CHICAGO

SAN FRANCISCO

GREASEPROOF · GLASSINE · TRANSPARENT CELLULOSE

The finest wraps —
with greatest sales appeal
and most powerful profit
building possibilities come

from DANIELS
MANUFACTURING CO.

Rhineland, Wis.

MAY WE HELP YOU WITH YOUR PACKAGING PROBLEMS?



DELECTABLE MEATS IN

Printed SYLPHRAP

(Reg. U. S. Pat. Off.)

"Quality's Best Attire"

Identify your meat products by wrapping them in
Printed SYLPHRAP—transparent cellulose—the
Aristocrat of Transparent Wraps.



SYLVANIA INDUSTRIAL CORPORATION
SYLPHRAP DIVISION

122 EAST 42nd STREET

NEW YORK CITY

Brine that pays dividends with its Purity, Clarity and Three-

Way Economy



Illustrated is another successful installation of the Lixate Process. At the plant of Jacob Forst Packing Co., Kingston, N. Y., Lixate brine is used for packing meats.

Lixate brine is better brine—better in quality and better in economy of production. The increasing number of users of the Lixate Process for Making Brine proves this day after day. Meat packers welcome this pure, fully saturated brine in the pickling vats. Tanners, canners, dyers, every type of producer that requires pure, clear brine, appreciates the high quality and three-fold economy of the Lixate Process.

The Lixate Process for Making Brine has always effected savings in the cost of handling the salt, in the production of the brine and in handling the brine after production. The operation of the Lixate Process is entirely automatic. Night and day the Lixate Process produces brine of uniform salinity which can be piped to any part of your plant.

An International sales-engineer will be glad to call at your plant, to discuss your problems about the production and use of brine. At your request, International will send you—without cost or obligation—the Lixate Book. It is complete with illustrations of many successful Lixate Process installations, and additional information about the Lixate Process. INTERNATIONAL SALT CO., INC., Scranton, Pa., New York, N. Y.

**INTERNATIONAL
SALT CO., INC.**



Where Cleanliness Depends on Smoothness

There is not a seam, not a crack or crevice in the entire Hackney seamless bilged barrel. There is not a bolt or rivet. The interior surface of the barrel itself is smooth and free from uneven spots. This smoothness is an assurance of cleanliness.

The chime is particularly wide, and leaves no spot for rust or residue. In Hackney barrels or drums with

brazed arch chime there is corresponding freedom from hard-to-clean crevices.

Cleanliness is only one important feature of Hackney barrels and drums for packers. Consider the uniformity of wall thickness, ease of opening and closing, the leakproof tightness, and the great strength with light weight that means long life, low cost and ease of handling.



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Containers for Gases, Liquids and Solids

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Dependable Selection
Uniform Quality
Prompt Service

Armour's
BEEF - HOG - SHEEP
CASINGS

Always the Best

ARMOUR  COMPANY

CHICAGO

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MEAT in the Food PICTURE

● Study of Retail Outlets and Merchandising Trends Needed—Part That Packaging Plays

THE RETAIL FOOD STORE is the important link in the merchandising chain from the meat packing plant to the home kitchen. It is the one point where housewives are introduced to packers' products.

It is also the place where other foods — most of which are direct competitors of meat — make their bid for public favor and consumer acceptance.

Consumers' food buying habits have changed considerably in the past few years. One sign of this is the gradual replacing of the butcher shop and the grocery store by the store in which a full line of foods is handled. The housewife prefers to do all her food shopping under one roof. It saves time and effort. The new food store set-up, therefore, is advantageous for both retailer and consumer.

Other Foods in the Picture

That the trend toward general food stores has been helpful in increasing per capita consumption of meat is questioned by some

merchandisers. In the general food store all foods are brought into closer and keener competition with meat. Likewise, of course, meat is here offered the opportunity to influence the housewife in its favor at the expense of other foods.

The thoroughness with which packers and other food processors and manufacturers have analyzed general food store conditions and changing consumer buying habits, and the efficiency of their efforts to capitalize on these changes, probably have determined the extent to which sales have been influenced toward or away from meat.

But the general food store is here to stay. It will



MEAT IN THE BACKGROUND.

Modern food stores seem to relegate the meat department to the rear.

This scene shows how competing foods are given the first chance to catch the eye of the customer, while it takes a long walk to get back to where the meats are.

By that time there may be little left of the housewife's food dollar!

continue—for some time to come, at least—the chief retail outlet for meats and other foods. If it is to be the focal point of meat merchandising, it would seem profitable for the meat packer to give more than casual attention to the manner in which his products are handled in it.

Meat in the Background

Unfortunately for the meat packer, the general food store often is arranged with the meat department in the rear. To reach it the housewife must walk the length of the store. And from the front entrance to the meat cases are many attractive and appetizing displays of other foods—cheese, soups, spaghetti, macaroni, beans, etc.—all clamoring for attention and appealing to the eye.

How effectively these food displays function in stopping the housewife and influencing her to purchase—and they are planned for this one purpose—may determine whether or not she ever reaches the meat department, and how much of the daily food budget remains with which to purchase meat.

This is but one of the new merchandising situations the meat packer is up against in the general food store.

Packers Do Not Follow Through

Packers are criticized frequently because their merchandising fails to follow through—because too often a transaction is considered closed when an order has been delivered at the retail store. A sale actually is completed, these critics say, when the products included in the order are carried out of the store by housewives. Therefore the packer should have an interest in conditions which are influencing retail meat sales, and he should plan accordingly.

Merely delivering products to a retailer, and leaving to him the important task of getting them into consumption, no longer fills the merchandising need.

How his products are displayed, how they are regarded by both retailer and

housewife, how the packages compare in attention getting value with those of other foods, and the efforts made by dealers to influence housewives to purchase his brands—these are among the factors which determine the number of sales made.

Merchandising Problems to Solve

That the new merchandising trends have increased problems of packers and retailers is not seriously questioned. In large measure these problems are mutual. Certainly there is no conflict on one point—both are interested in selling as much product as possible at profitable prices.

Retailers have done a better job than packers in solving their merchandising problems, by capitalizing to a greater extent on changed consumer buying habits. They have improved store lay-outs and methods, cut selling costs, increased sales per employee, made their stores more inviting and convenient, and adopted methods to attract more customers and build greater good will.

The packer has not changed his fundamental merchandising policies in a generation. If packer and retailer are partners in distributing meat, then it would seem it would be a progressive move for the packer to take retail store problems and conditions into account when formulating his merchandising policies, and make whatever efforts may be necessary to bring them into step with those of the retailer.

Competition for Food Dollar Growing

Certainly there is much of merchandising value to packers in a knowledge of consumer buying habits and trends,



PACKAGES TO THE FRONT.

Attractively - packaged food items give the housewife an impulse to buy the minute she enters the store. Stacked up in an island pyramid, she cannot get by them.

and in the facts to be gained from a study of the retail store. Retail merchandising surveys and retail store selling experiences contain many facts on which packers can capitalize.

No one knows better than the retailer, for example, the keen and growing competition among all foods for a greater share of the consumer's food dollar—for his store is the front on which the struggle for consumer preference is being waged.

Food advertising in the newspapers and over the radio to build consumer demand and good will is increasing.

New food products and brands are coming on the market almost daily. These are fighting for a place in the sun.

Display Helps to Sell

The retailer, because of consumer demand created by advertising, or for other reasons, is forced to stock many of these new foods and brands. The mere fact that the number of products the retailer is being forced to carry is growing considerably has had a tremendous influence on his methods and on food merchandising generally.

The average food store today stocks in excess of 3,000 items, and this number is growing.

Several years ago a point was reached where retailers and their clerks found they no longer had time for constructive selling. They therefore turned to better store layouts and displays to accomplish automatically what they were unable to do personally.

Products were brought out from un-



HERE MEAT GETS A SQUARE DEAL.

In this modern food store the meat department is at the front, with various meat items in an attractive variety of packages or wrappings.

der counters and down from shelves. Aisles and counter displays became the rule. For the first time in the food store the consumer was brought into contact with the stock.

Importance of Eye Appeal

The new arrangement and methods not only conserved the time of the store personnel, but also cut selling costs and made shopping a more simple and convenient matter for the housewife. But more important from the merchandising angle was the discovery that the more products were displayed, and the more attractively they were offered for sale, the more the housewife bought.

This fact is today the motivating force in the modern, up-to-date retail food store. Displays are continually being made bigger, better and more attractive. *The eye has become the most important factor influencing food sales.*

To appreciate why this is so it is necessary to consider the housewife and her shopping methods. Today she does two kinds of buying—

How Housewife Buys Food

1.—PLANNED. Made with definite previous intent. A housewife will plan to purchase a packer's brand only if she has been "sold" on it. She may purchase no meat on occasions if the urge to switch to some other foods is strong enough. Merchandising to build consumer demand and good will is made with planned purchasing in mind.

2.—IMPULSE. Purchases on impulse are made without previous intent. A housewife may go into a store to buy a sirloin steak, and is reminded by products on display that she needs supplies for the children's lunch. She notices sausage and packaged cheese, both of which "look good." She may buy one or the other, depending on the appeal each makes to her.

In planned purchasing the housewife's mind is made up when she enters the store. In impulse buying the "zero hour" is when her eyes fall on a needed or usable product. The sale hangs in the balance until the attractiveness of the package and the product decides it.

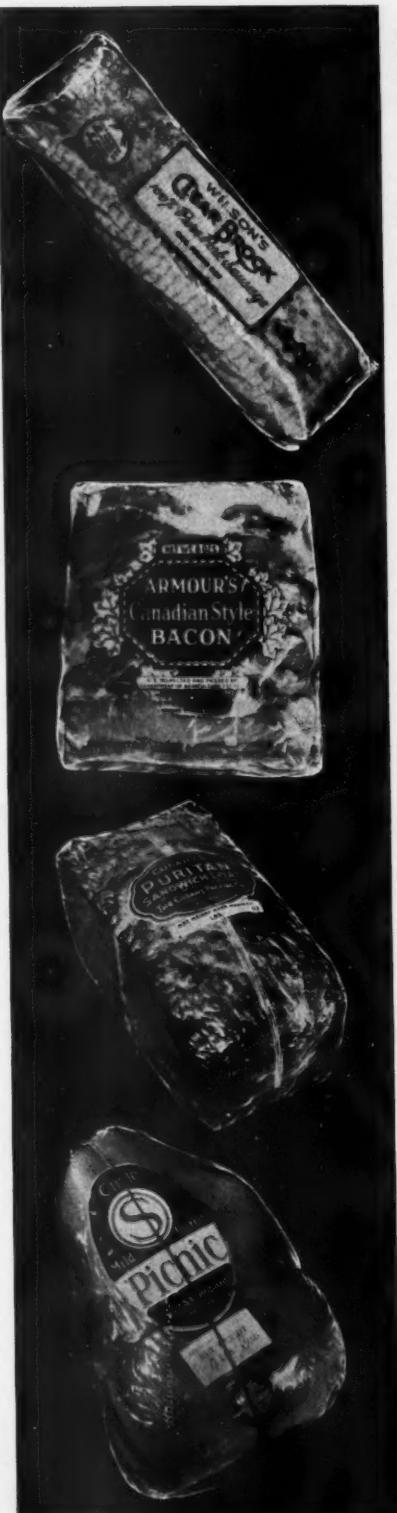
Decisions Made in the Store

More and more food buying decisions are being made in the store. The housewife depends on the displays to help her decide what she will buy. More and more it is becoming important to the packer that he plan to get his share of these impulse sales.

In a recently-completed survey on impulse buying investigators were placed in food stores over a wide area, and actual purchases by housewives were noted and recorded. As the customer left the store she was shown the list and asked:

1.—"How many of these items were on your original shopping list?

2.—"How many did you buy after entering the store?"



MEAT VISIBILITY.

Four popular products—pure pork sausage, Canadian style bacon, sandwich loaf and smoked ham—in printed transparent wrappers. (Photo Du Pont Cellophane Co.)

The results of this survey were summarized by Le Roy B. Steele of Du Pont Cellophane Co. at the last convention of the Institute of American Meat Packers as follows:

Three-fourths Buy on Impulse

1.—75.1 per cent of the women contacted bought one or more items on impulse—items which were not on the original shopping list, or purchase of which was not planned in advance.

2.—Of these 75 per cent who did some of their buying on impulse—

a.—86.1 per cent bought on impulse one-fifth or more of their purchases, ranging down to 16 per cent who purchased on impulse one-half or more of their purchases.

b.—70.5 per cent bought on impulse one-fourth or more of their purchases.

c.—51.9 per cent bought on impulse one-third or more of their purchases.

d.—28.6 per cent bought on impulses two-fifths or more of their purchases.

This indicates, it was pointed out, that impulse buying accounts for a substantial proportion of food purchases.

3.—Considering this entire group of consumers and their total purchases, 24.1 per cent of the items bought were on impulse—nearly one out of every four items.

4.—66 per cent, or two-thirds of all items purchased on impulse, were on display.

This latter observation checks with another similar survey conducted recently. A group of typical food store products showed an average sales increase of 43 per cent when put on display, with individual products running from 32 per cent to 52 per cent.

Retailers Favor Attractive Package

Influence of the wrapper or package on impulse buying is tremendous.

Retailers were asked what influences impulse sales. Their replies: Attractiveness, 72 per cent; reminder, 39 per cent; unusual value, 21 per cent; appetite appeal, 41 per cent; price 45 per cent; urge by clerk 20 per cent.

Packages with eye appeal, therefore, have the best chance of getting their share or more of "impulse" sales.

This is true not only because housewives pick out products in attractive packages, but because the retailer is inclined to favor the best looking and most attractive containers in the matter of display. At least 59 per cent of retailers interviewed admitted this is their practice. Of the remainder, 22 per cent said they favored the best-looking packages occasionally.

Impulse buying also largely accounts for the recent increased interest food manufacturers are showing in wrapping and packaging, the many new outstand-



ECONOMICAL FRANK CARTON.

Many plans are in use for identifying and packaging frankfurts. Here is how a California packer—Cornelius Bros., Ltd., Los Angeles—solved the problem. Carton is printed in red only. Company trade mark appears on cut-out top flaps and on sides. Ends carry names of product and company.

A parchment band holds the franks in place in the carton. The main purpose in this case is to enable the housewife to identify the product. This style of carton does this economically and efficiently.

ing food containers making their appearance, and the intense competition to secure eye appeal that is resulting. The out-of-date wrapper or package simply does not have a chance. It is at a disadvantage that no degree of high quality in the product can completely offset.

Meat packers whose packaged meat volume is stationary or slipping might well look for the reason in their efforts—or lack of them—to build consumer good will and influence planned buying, and to their wrappers and packages to determine whether or not they are at a disadvantage in the retail store. Are they being passed up by the housewife for others more attractive?

Packaging Important in Sales Plan

In the old days the packer who produced high quality products could be reasonably sure of his markets. Today quality is less important as a merchandising factor, because it is the rule rather than the exception in identified meat products. The consumer takes that for granted when she buys packaged meats. Today business is going to the firm that makes the most efficient efforts to get it.

Viewed in this light, packaging becomes a detail—though a very important one—of a broad merchandising plan. Attention, or lack of it, to packaging might not make or break a meat packer. But it is a factor which requires serious consideration, and which must be handled efficiently if merchandising efforts are to be in balance.

If sales can be influenced constructively by modern packages they must also be influenced adversely by out-of-date containers. If one packer gains business by being up-to-date, others lose it because they are not equally progressive.

One packer's dog food sales increased 100 per cent in stores which, as a test, were furnished display racks designed to stand in or alongside aisles. Another packer almost doubled canned sandwich spread sales with an unusual display container for counter or showcase. A third packer materially increased dog food sales by producing a $\frac{1}{2}$ -lb. can, and calling attention of dog owners to it with displays and advertising at point of sale.

How Containers Boost Sales

On the theory that the retailer is liable to favor in displays those packages he considers the most attractive and appealing, and that products so favored have a sales advantage, a packer consulted with both retailers and consumers when redesigning his containers. His own opinions were not a factor in the final decision. Sales have increased substantially since the new design was put to use.

Another packer who recently redesigned his packaged line is specializing in window displays. The time to influence the housewife, he thinks, is before she enters the store and is confronted with dozens of eye-appealing food packages. He also attempts to have his products displayed attractively inside the store.

The combination of new packages and

window and within-the-store displays is bringing him a handsome return for the money being spent in these merchandising activities. To get results in this manner, he says, containers and displays must measure up in attractiveness with those of other foods. Half-way measures, he believes, would not pay.

A Means to An End

These are but a few of the activities packers are carrying on at point of sale in connection with modern containers—the efforts they are making to cash in on consumers' buying habits and retail food store conditions as revealed by numerous surveys and studies. Discussion of even a few of the sales possibilities rarely capitalized on to the fullest extent by packers would require several times the space available in one issue of THE NATIONAL PROVISIONER. The packer who plans his merchandising efforts without an understanding of them must necessarily overlook good selling bets.

Wrappers and packages are but means to an end—the sale of more meat products at better average prices. They are being developed to high levels of design and effectiveness as a result of study of consumer reactions, and because of the need to meet increasing competition of package foods which is today so clearly evident.

TELLS USER HOW TO GET BEST COOKING RESULTS.

Detroit Packing Co., Detroit, Mich., utilizes its hotel pack wrapper to advise bacon users how to cook the product to secure best results. (Kalamazoo Vegetable Parchment Co.)

ADDING Sales Appeal TO SOLID BACON PACK

BUILDING consumer demand is becoming more and more a matter of packages or wrappings, advertising and good-will. The packer who wraps or packages his products most attractively, and who lays the best advertising and publicity foundation for them, is the packer who will get best volume and profit results.

Importance of the package factor

brands, so far as quality was concerned, the hotel buyer was influenced by considerations of package novelty, convenience and eye appeal. Forty or more packers are now using this new "hotel pack" for sliced bacon.

Suiting Package to Hotel Needs

Sliced bacon for hotels, clubs, restaurants, institutions, etc., was at one



THIS BACON WRAP IS HANDY FOR THE HOTEL CHEF.

Printed parchment wraps in this form make a convenient package for hotel or restaurant use. Sheet is laid printed side down, $\frac{1}{2}$ or 1 lb. of bacon placed on it ends folded over in manner shown, and package placed in a fiber container for shipment. (Designed by Kalmazoo Vegetable Parchment Co.)

This method of packing bacon for the hotel and restaurant trade eliminates need for weighing or touching the product with the hands when unpacking—conveniences that build good will.

was demonstrated recently in a hotel account. A packer had been furnishing the hotel with bacon for a good many years, and suddenly lost the account. No fault was found with the product or the service. The switch was influenced entirely by the package and the method of packing the bacon.

The packer who secured the business had given attention to providing a more attractive and convenient package. As there was no choice between the two

time merely placed in a paper-lined wooden box or fiber carton without much regard for order. The package was messy in appearance, and to remove and weigh a quantity of bacon was inconvenient and messy.

The next step in refinement of the hotel pack was to place the bacon in the container in $\frac{1}{2}$ -lb. or 1-lb. layers. Appearance of package was improved, but there still remained the difficulty and objections of handling and weigh-

ing bacon slices out of the container.

Then some one conceived the idea of separating the layers with parchment paper. With this arrangement a layer of slices could be removed from the container with one movement, and the bother of weighing was eliminated—a convenience which saves the chef's time and temper and builds good will.

Using Printed Parchment

A recent development of the hotel pack has been to use printed instead of plain parchment sheets to separate the $\frac{1}{2}$ -lb. or 1-lb. layers. Length of the sheets also has been increased, so that ends can be folded back to cover the slices. Use of these longer sheets has further simplified handling of sliced bacon in the hotel kitchen, and perhaps of equal importance, the printing is a continual reminder to the chef of the brand of bacon he is buying.

Using these printed parchment sheets is simple. They are placed, printed side down, on a table, the bacon in $\frac{1}{2}$ -lb. or 1-lb. units is placed on them, and the sheet lifted and placed in the shipping container. Printed ends are then folded back over the slices.

Each unit of bacon, to all intents and purposes, therefore, is in an individual wrapper. A layer of slices can be removed from the shipping container without touching the bacon or soiling the hands. And because each layer is weighed when placed in the container, reweighing is not necessary.



CHEESE IN VENTED CAN.

Vented can—which excludes air but permits gases generated during ripening and curing to escape—is the newest package for cheese. Used with liner of parchment to keep cheese from contact with the tin, this type of container insures flavor and mellowness.

Two sizes of these vented tins, used by the Interstate Associated Creameries, Portland, Ore., for American cheese are shown. Vent is in top of can. Cheese is canned fresh, and cures naturally in can. (Photo Paterson Parchment Paper Co.)



SMART NEW PACKAGE FOR CHICKEN TAMALES.

Label is printed in 5 colors. Can is opened by cutting around side wall at bottom. Product is wrapped in 30-lb. parchment printed with name of company and product. (Photo Paterson Parchment Paper Co.)

PACKAGING Builds Consumer Demand FOR TAMALES

TAMALES are a meat specialty growing in public favor. Territory in which this product was comparatively unknown a few years ago is now consuming large volume, while sales are increasing in areas where it has been on the market for some time.

Despite this expanding market, however, competition is keen. New brands are coming into competition with established lines.

While advertising and better merchandising would be profitable, many packers are engaging in little such activity at this time, because of the still rather narrow outlet. They appear to depend on high quality product offered in an attractive way to build consumer demand, since tamale buying is largely limited to "impulse" sales.

Better Appearance Increases Sales

One packer who has been increasing tamale volume at a more rapid rate than the average gives most of the credit for this to a better-appearing product, the result of a change in processing and packaging methods.

Formerly the tamales were cut square at the ends, wrapped in corn husks and packed in brine in glass containers. Results, from appearance and appetite appeal standpoints, were not all that could be desired. One of the principal objections was that particles of corn husk, meat and corn meal would break loose and float in the brine or deposit at the bottom of the container. These particles appeared to be sediment of foreign substances, and of course detracted from the sales appeal to the housewife.

Formula was not changed, but crinkled parchment was substituted for the husks, and the corn meal portion of each tamale extended over the ends, so that the meat was not visible, and the

tamales processed in a gelatine solution which partially solidified when cool. Appearance was thus improved, sufficiently to influence many more housewives to purchase this brand.

While good appearance of tamales processed in tins is not a factor in "impulse" sales, or in inducing a housewife to give the product a trial because it "looks good," it is an important consideration in favorably influencing the housewife when the can is opened, gaining her good will and encouraging repeat sales.

A Packers' Practice

The desire to improve the appearance of canned tamales has been one of the important reasons for the rather widespread substitution of parchment for corn husks. Other considerations have

been the high tensile strength of parchment, which it retains after processing, its ability to carry a printed message—a recipe, for example—to the housewife, and its greater cleanliness.

The E. N. Stidd Co., Portland, Ore., uses a smart package for chicken tamales which has received favorable comment. The put-up is a can of 10 oz. net weight, with a distinctive label in yellow, blue, orange, red and green. Can is opened by cutting side wall near bottom at a spot indicated by a dotted line, whereupon contents slide out intact.

Parchment wrapper bears the name of the company and the product. When the tamale is removed from the wrapper it is firm and full flavored, having been kept perfectly sealed from any contact with the can. Thirty-pound parchment is used.

Milani's, Seattle, Wash., uses a similar pack, the tamales not being wrapped individually, but all together in a parchment wrapper gathered together and tied at top and bottom. Net weight of contents is 9 oz. Many other packers are understood to be adopting a similar pack for canned tamales.

When parchment is used for tamales packed in glass it generally is the custom to wrap each tamale separately. Some packers use parchment a little wider than the tamale is long, so that the parchment may be twisted at each end. Others prefer parchment only as wide as the tamale is long, so that ends of the tamale may be seen.



FIRM AND FULL FLAVORED WHEN TAKEN FROM CAN.

Parchment wrap for tamales impresses housewife with cleanly manner in which product is handled, and aids in retaining flavor by keeping tamales from contact with the can. (Photo Paterson Parchment Paper Co.)

DISPLAY CONTAINER Design Builds SALES VOLUME

PACKERS sometimes complain that dealers fail to use display containers—that contents are removed and placed in showcase and container thrown away.

Any packer might well be concerned when a customer does this, not alone because of money loss represented by destruction of container, but also because of loss of sales resulting from less attractive display of his products.

A Midwestern packer recently made an investigation to determine why some retailers fail to make use of display containers. Lack of appreciation of the sale value of display cartons was a factor of minor importance, he found.

Dealers Take Their Pick

Most retailers would like to use every sales aid that comes to them, but lack of showcase space often prevents. With space at a premium, these dealers are forced to choose those display cartons which they believe have greatest attention-getting value, and they discard those which seem to them to be less attractive.

Further investigation was made to determine just what styles and designs of display cartons are favored and used by retailers who find it impossible, because of crowded showcase conditions, to use all such containers they receive. He found that retailers definitely give preference to those which feature in natural color illustrations of product cooked and ready to serve—particularly if the display top is of the cut-out type.

These containers, most retailers agree, do a considerable part of the selling job for the store clerk. They save his time and influence the housewife much more effectively than he ever could hope to.

Do the Selling Job

Suggestions by retail salesmen, employment of cartons printed with strong word messages, and use of striking color displays on the box are leading methods of inviting buyers to make purchases. Meat dealers, however, declare that none of these approach the effectiveness of the picture of the prepared dish.

It is not difficult to reason that a housewife's taste sensations cannot be

moved by color, eloquence or well-prepared reading matter as quickly or as surely as by visualization of a food delicacy ready to be consumed.

Much credit for developing this appetite-appeal idea must go to the Sutherland Paper Co., Kalamazoo, Mich., which has made a special study to create cartons that influence sales of meat products by suggesting appetizing goodness with cut-out top display boxes. With extensive experience in designing cartons for a large variety of merchandise it has been in a position to do some comprehensive research work in counter display cartons for meat packers, seeking especially to originate cartons which impress meat dealers because of their ability to bring in sales.

Make Impulse Sales

Pictured on this page are some counter display cartons which have remarkable records for increasing sales. They are sturdy, easily set up, and have proved their ability to catch the housewife's eye and make sales.

A remarkable feature of this type of carton is its pull on the "spur-of-the-moment" buyers. Food shoppers today are not adhering strictly to a budget, as was frequently the case a few years back. The result is these cartons place their products first in line to receive consideration for those two or three additional purchases which had not been included on the shopper's original list.

Design Creates Appeal

Success in this type of selling, of course, is in the ability of the designer to create a really appetizing picture—one that compels the housewife to imagine the product on her own table. Such popular and palatable combinations as sausage and waffles or wheat cakes, bacon and eggs, and others are attractively set out on these carton counter display boxes. Designers collaborate with research men in studying food merchandising and developing cartons for food manufacturers with a powerful selling capacity.

GUMMED METAL TAPE

Metal foil strips with gummed back for easy and quick application to packages are being used by some packers for package decoration or to increase attention-getting value. The strips may be applied to such packaging materials as glass, paper or cardboard.



THESE DISPLAY CONTAINERS ARE NOT THROWN AWAY.

Success of the "appetite-appeal" type of display container depends on ability of the artist to create a true likeness of the product cooked and ready-to-serve. Dealers find they help sales.

Cloth BAGS AS MEAT Containers

PRINTED cotton bags were among the first containers to be used for meats; for some purposes they are more popular today than they ever were. In view of the increase in types of containers and packaging materials, and importance of eye appeal in meat sales, the fact that the cotton bag is today carrying to market more product than ever before speaks well for its ability to protect its contents and influence sales.



WEIGHS AS IT STUFFS.

Use of measuring gauge on stuffer insures weight accuracy when stuffing pork sausage meat into cloth bags.

Products most generally marketed in cloth bags are those filled into containers from the stuffing machine, including bologna, pork sausage, liver sausage, luncheon meats, cervelat, sandwich loaf, etc. One advantage of this container is that it may be obtained in any size or shape desired—round, oblong, square, heart-shaped, etc. For product to be cooked in retainers after stuffing, bags of the proper size and shape for molding are available.

Bags for greasy product, such as pork sausage, are lined with parchment to prevent seepage to the outside of grease and moisture. Bologna bags usually are round or square. Bags for luncheon meats, head cheese, etc., are often made in odd shapes to catch the eye and influence sales.

Some packers prefer to use printed

bags. Others think best sales results are secured by using plain bags to which are affixed colored labels.

Recent Improvements

A recent improvement in meat bag manufacture—one designed to reduce closing time and cost—is the sewing during manufacture of the open end, except for a distance in the middle of the seam sufficient for insertion of stuffer horn. In addition to speeding up, closing operations at the stuffing machine are simplified.

For consumer packages it has also become quite common to stitch bags along the side seam with a chain stitch. The suggestion, "To remove contents cut tying string and unravel chain stitch starting at the top," often is printed on the bag as a convenience for purchasers.

For shipping dry salt and frozen meats parchment lined burlap bags are a real economy. In these bags the parchment is cemented to the burlap in such a manner that separation does not occur, even during the roughest handling. These bags weigh less than a pound and cost about one-half as much as a wood box of equal carrying capacity.

SALES VALUE IN SIMPLICITY

If attractiveness and eye and appetite appeal are worth anything in a 1-lb. lard carton, that of the J. H. Belz Provision Co., St. Louis, Mo., should be an outstanding sales aid, for it has all of these qualities in large measure.

The accompanying illustration of this carton shows the ingenious manner in which the eye is attracted to firm and product names, and the way in which these are tied in with appetite appeal through use in natural colors of illustrations of baked foods in which lard is



PLENTY OF EYE APPEAL.

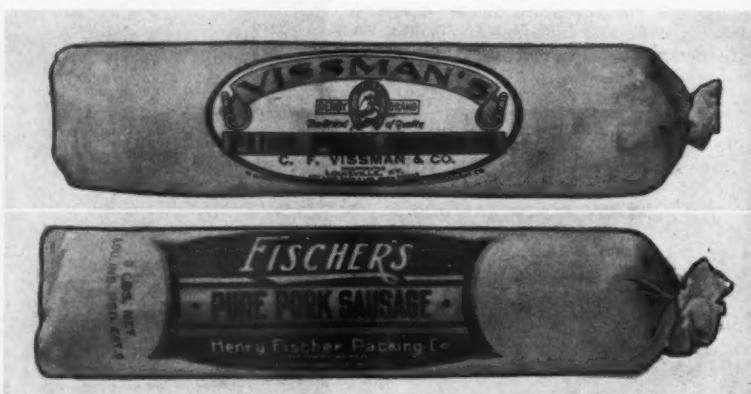
Body of this lard carton is canary yellow and panel is bright blue. Four different appetite-appealing illustrations are used, one on each side. (Carton designed by Sutherland Paper Co.)

used as an essential ingredient.

But there is strong eye appeal in the color combination. Body of the carton is canary yellow. Panel bearing "Belz" and "Pure Lard" is bright blue. At the left of the panel, in red script large enough to be easily read, but not sufficiently conspicuous to detract from the main features of the design, is the phrase "Makes an Ideal Shortening."

Simplicity of design and absence of all "gingerbread," superfluous lettering and attention-detracting features are principally responsible for the pleasing effect, and the sureness with which the eye picks out important features of the design.

Each side of the carton carries the same design, with the exception that a different baked food—cherry pie, doughnuts, baking powder biscuits and chocolate layer cake—is shown in each instance. This idea of using different appetite-arousing illustrations gives variety to displays of the carton.



EARLY PACKAGE RETAINS POPULARITY.

Parchment-lined cloth bags are popular containers for pork sausage meat in many sections of the country, particularly in the South. Modern methods of printing get some very attractive results, as shown in these Vissman and Fischer bags. Cloth bags in conventional and special shapes are also used in large quantities for many ready-to-serve products, including luncheon meat, bologna, etc. (Photo Bemis Bag Co.)

NEW Sausage Products

Packaging Ideas Stimulate Development of New Items

HOW packaging has developed consumer demand and favorably influenced meat sales by making it possible to offer products to housewives in a more sanitary, appealing and appetizing way is well known to every packer and sausage manufacturer. There is another interesting angle to packaging and meat sales less frequently discussed. This is the influence of containers on new product development.

New product development has been greatest in the sausage, meat specialty and ready-to-serve meat groups, under the stimulus of many package and container manufacturers. For example, during the past 18 months The Visking Corp., Chicago, has used natural color illustrations in business publications featuring products that can be given new appeal by "dressing up" according to Visking standards. Among these products were: Liver sausage, souce, cottage butt, de luxe loaf, Canadian bacon, fancy loaf, "NoJax" frankfurters, pressed ham, salami cotto, liver loaf, jellied tongue, etc.

Another development was the adaptation by Visking of the skinless frankfurter idea to a skinless smoked breakfast sausage. Popularity of this item will carry the breakfast sausage season far into the warmer months, because smoked breakfast sausage will keep more readily and has built up a steady demand. The carton used is particularly noteworthy and may present some ideas to the trade for novel packaging.

New Meat Loaf Idea

Another package development is the "loaf application." This constitutes a method for inserting finished meat loaves into Visking casings, giving added protection to the product, identification and eye appeal. The equipment utilized is very simple and is made by the Ham Boiler Corporation, Port Chester, N. Y.

Another packaging development was the announcement of the formal introduction of Visking fibrous sausage casings. In an interview with one of the executives of The Visking Corp., the following statement was made:

New Container for Sausage

"The industry has long awaited development of a sausage casing having the characteristics of Visking fibrous casings, one that can be handled under the most severe conditions and will not break—a casing that will insure absolute uniformity to the finished product at all times, and because it will not stretch readily will insure the proper density to the sausage. Printing and

identification is facilitated, since there is no distortion due to stretching in processing. The casing may be pricked, if desired. It may be used in wire cages or forms without fear of breakage. It is economical because it can be handled with greater speed and has a high stuffing capacity."

The company publishes a formula service which is offered without charge to customers. It contains full information regarding all new products and packaging ideas, together with illustrations.

PACKAGING Smoked Tongue

SMOKED beef tongue is a popular meat specialty bought by a class of consumers who are not apt to quibble much about price, providing the product meets their idea of quality. It is, therefore, one which lends itself to pack-



(Photo Du Pont Cellophane Co.)

ATTRACTIVELY PACKAGED.

Wrapping smoked beef tongues in printed transparent cellulose increases eye and appetite appeal and sales. Consumers are willing to pay more for product.



MAKE A HIT WITH THE HOUSEWIFE.

In the group of packaged sausage products shown here are head cheese, loaves of various kinds, pork sausage, frankfurts, bolognas, liver sausage, Canadian style bacon, butts, chili con carne, cervelat and salami.

aging, and which will command a higher price in proportion to the result the package gives in eye and appetite appeal.

Packers have appreciated these facts, and considerable thought has been given to smoked tongue packaging. Some difficulties were encountered, however, because of the size of the tongue and the desire for visibility.

In some cases cutting the tongue in half lengthwise and wrapping each half in printed transparent cellulose has been tried. Sliced tongue in 1-lb. printed transparent cellulose wraps has also been tried.

One of the most successful methods of packaging tongue is that used by several large packers. The tongue is trimmed carefully, the tip folded back against the base, and the tongue wrapped in printed transparent cellulose. Eye and appetite appeal are improved considerably by this treatment.

This package has demonstrated definitely that it will increase sales. Some retailers report that when smoked tongues wrapped in printed transparent cellulose are well displayed in the showcase sales have been increased as much as 100 per cent. Others say sales increases range from 25 to 50 per cent.

Another packer formerly applied a printed label to smoked beef tongues and marketed them unwrapped. A trial shipment of folded tongues wrapped in transparent cellulose was so favorably received by both retailer and consumers that his entire output of this product is now offered for retail sales in this manner. Until his supply of printed labels is exhausted this packer will use unprinted cellulose, placing the labels underneath. When the labels are used up printed transparent wraps will be substituted.



Glass CONTAINERS FOR MEAT

GROWING importance of "eye appeal" as a food sales factor in the retail store is influencing many packers to re-study their packages. Glass containers always have been popular with packers for certain products—sliced dried beef and pigs feet, for example. Some meat merchandisers have held, however, that the meat industry has not used them to the extent it might have.

Some packers' experience confirms this. One meat canner, the greater quantity of whose production is marketed in cans, also puts up in glass a certain proportion of each product. This packer's volume of sales of meats in glass is not large, but he believes it is "velvet"—that his volume has been increased by the extent that impulse sales have been created.

Tests in retail stores bear this out. Display racks with which retailers can show glass-packed meats in aisles, and stands for showcases and counters, are now being considered to display glass-packed products still more attractively.

The packer who investigates glass containers will find an intriguing va-

riety of shapes, colors and designs, and should have no difficulty in choosing types that are distinctive. The beverage glass type, plain or decorated, and

EYE APPEAL IN GLASS CONTAINERS.

Packers looking for distinctive containers find a variety of sizes, shapes and colors in glass. Closures of many kinds, plain and printed, are also available. Glass containers are being used by some meat canners to attract "impulse" sales. (Photo White Cap Co.)

suitable for re-use, should be an inviting container for many meats. Attractive closures are also available.

More care than sometimes is shown might be used when planning labels for glass containers, one packaging expert has pointed out. Particular attention should be given to secure harmony. Inasmuch as the product is visible, its color must be considered when labels and closures are planned.

PACKAGED BRAINS SELL BETTER

Packaging helps William Focke's Sons Co., Dayton, O., to sell to retail stores all the beef and pork brains produced in the plant. Formerly, according to U. G. Focke, secretary of the company, "this product was a dead issue except on requested orders."

The manner in which this delicacy is now offered for sale is shown in the accompanying illustration. One pound of brains is wrapped in transparent cellulose and placed with the cellulose fold down in a pint wooden berry box. Six of the packages are packed in a pasteboard carton for shipment.

Dealers have been getting 2c lb. more for brains in this new package, due to the better display they are able to make and the more attractive appearance of the product. As the brains are sold by the package the dealer suffers no loss through shrink.



BRAINS PACKAGED FOR RETAIL SALE.

Product is wrapped in transparent cellulose and packed in pint berry boxes with the cellulose fold down. Six boxes are packed for shipment in a cardboard carton. (Photo Du Pont Cellophane Co.)

OUTER TRANSPARENT Wrap Protects AGAINST SOILING

PLAIN or printed transparent wrap, used over parchment or cartons, gives additional protection and adds to attractiveness, preventing soiling of package during shipping and from handling.

Packers' policies differ when using this outer wrap. Some prefer to use a printed parchment wrapper, with an outer wrap of plain transparent cellulose. In other instances plain cartons or wrappers and a printed transparent outer wrap are the rule. For Christ-

The sheet of greaseproof on the chili con carne protects the product, while retaining visibility, thus adding to attractiveness of package. This wrapper was printed in four colors by the Daniels Manufacturing Co., Rhineland-Wis.

In addition to the greaseproof sheet, this wrap is also available in plain white moisture-proof and in a special sheet of rancidity-retarding old gold. The latter was developed especially for use on meat. It is fully transparent



TWO USES FOR TRANSPARENT WRAP.

An outer wrap of transparent greaseproof is used on the bacon carton to guard against soiling. A by-product is accentuation of carton colors. Greaseproof in four colors is the sole wrap on the chili con carne. This wrapping material is also available in moisture-proof and rancidity-retarding sheets. The latter is old gold color. (Photos Sylvania Industrial Corp.)

mas gift packages, particularly, special printed transparent wrap over regularly printed wrappers and packages make very attractive packages. After the holiday season the outer wrap may be removed from gift packages unsold, and products continued in stock without need for rewrapping.

An example of the use of transparent wrap over a printed container is shown in the accompanying illustration of the Morrell bacon package. The sheet is plain greaseproof (Sylphrap), used to prevent grease coming through on outside of package. It permits design on carton to be fully visible and accentuates container colors.

and is said to slow up spoilage due to light rays in product on which it is used. The color does not bleed in grease, oil or water.

IMPROVING DOG FOOD LABEL

WHAT is known among package designers as "shelf visibility" is a requirement of the well-designed label for a canned meat product. The meaning of the term is obvious. Canned products are often displayed in retail stores on shelves along the walls behind counters, and consequently at considerable distance from customers.



SEEN AT GREATER DISTANCE.

Substituting red and blue for gold in details of the color scheme gave 10 feet greater shelf visibility to the Ideal dog food label.

It is important, therefore, that the label be distinctive and that the name of product and trade mark or brand name be easily read at the maximum distance from prospective purchasers at which container might be displayed.

Many factors of color combinations and design are involved in securing "shelf visibility," each being so interdependent that slight changes in one or the other often bring surprising results.

In the label used on one-pound cans of Ideal dog food, a product of Wilson & Co., a simple change in the color arrangement increased shelf visibility by 10 ft., and made the label more easily read at distances up to maximum.

As originally designed this label had a narrow gold band at top and bottom. The word "Ideal," in red, was outlined in gold. This color is not outstanding at best, and under some light conditions is very faint or invisible.

In the new label the gold band at top and bottom is replaced by red and "Ideal" is outlined in blue. Greater visibility was not the only beneficial result from the change in the color combination. Cost of the label was reduced by elimination of one color.

In label redesign many desirable characteristics—such as general attractiveness, eye and appetite appeals, etc.—may be matters of opinion to be determined by sales tests in retail stores. Shelf visibility, on the other hand, can be tested before any design is selected.

ADVERTISING PAYS LIBBY

Sales of Libby, McNeill & Libby for the fiscal year ended February 29, 1936, totaled \$59,875,794.24, on which a net income of \$1,920,832.27 was realized. This with profit arising from sale of capital assets totaled \$3,119,059.48 to surplus, before dividends. Physical volume of production and both domestic and foreign distribution showed increases over the previous year, president Edw. G. McDougall said in presenting his report to shareholders.

Advertising, both national and local, was continued on a substantial basis. "Cumulative effect of Libby advertising has resulted in a continued consumer acceptance of established lines of products and the ready acceptance of new important items as they are introduced," Mr. McDougall said. The company's research laboratories are maintained at a high degree of efficiency "to provide for the safeguarding of production methods and the development of new products."

Meat foods packed by the Libby organization include corned beef, roast beef, Vienna sausage, potted and deviled meat, deviled and potted ham, sliced dried beef, corned beef hash, veal loaf, boneless chicken, sausage, frankfurter sausage, Virginia breakfast patties, imported style frankfurters, beefsteak and onions, hamburger steak and onions, tripe, lunch tongue, chili con carne, chicken a la King, chop suey, Mexican style tamales, bouillon cubes, beef extract, meatwich sandwich spread, chicken broth with rice and cooked brains.



PORK SAUSAGE IN PARCHMENT.

Parchment is used in this attractive pork sausage package put out by Kingan & Co. to prevent the outside wrapper from becoming discolored because of grease penetration. The sausage meat is wrapped in parchment, which is greaseproof and insoluble. This means that the package remains attractive and appealing to the buyer. (Photo Paterson Parchment Paper Co.).

SHIP LINE BIG MEAT USER

In serving 6,000,000 meals to its sea-going guests, Dollar Steamship lines uses almost 3,000,000 lbs. of meat products yearly, according to a recent article in the Western Livestock Journal by president R. Stanley Dollar. Typical

meat purchases for a year include 1,500,000 lbs. of beef, 505,000 lbs. of pork, 301,000 lbs. of lamb and mutton, 136,000 lbs. of veal, 146,000 lbs. of ham, 112,000 lbs. of bacon and 221,000 lbs. of meat specialties. Meats which are loaded at West Coast ports are used aboard the line's vessels through their round-the-world cruises of 26,000 miles. Through the use of refrigeration and careful provisioning the ships are never dependent on local conditions at any port for food and drinking water.



VISIBILITY GIVES APPETITE APPEAL.

Richter Food Products Co., Chicago, packs certain sausage products in red transparent wrap (Sylphcase K) to accentuate color effect. Only the name "Richter" is featured, thus developing "repeat" business for Richter.

Agar Packing & Provision Co., Chicago, packs its "Little Pancho" brand chili con carne in the same type and color of container, the red wrap enhancing the attractiveness of this product as compared to the old method of marketing chili in cans. (Photos Sylvania Industrial Corp.)

VIRGINIA JEALOUS OF NAME

In accordance with a resolution passed by the Virginia legislature, which complained against designation of hams as "Virginia hams" which had neither origin in the state nor connection with it, the state's attorney general has protested to the Federal Trade Commission against indiscriminate use of the word "Virginia" in trade names. However, state officials doubt if much can be done about the matter under existing laws.

FANCY RIBBONS

Fancy ribbons of transparent cellulose are now available in a large variety of styles and colors, printed and plain, and in combination with fabric and foils. Some very attractive effects are also being obtained with aluminum and gold inks on colored cellulose ribbons, and with silk ribbons edged with metalized or colored cellulose. A packer's trade mark, firm or product name can be printed on these ribbons.

Dressing Up THE SHIPPING Containers

THE shipping container, while primarily a means for getting product to retailers in good condition, can be made of material assistance in building good will—a fact more packers are coming to appreciate, judging from increasing number of well-designed shipping boxes making their appearance in retail stores.

Possibilities for attractive display are particularly good on fiber boxes. Not alone because the packer uses large quantities of these—and therefore has available thousands of square feet of space for his message—but also because there are now possible attractive results in these containers not obtainable a few years ago.

Two Packers' Shipping Containers

Colored stock, overall designs, special shapes and sizes and colorful designs and printing—all can be secured. If desired, shipping containers which may be used also as display containers in the retail store are available. These are becoming popular for many food products, and more than justify their cost in the aid they give in influencing housewives to choose the products in them.

Accompanying illustrations show how two packers are using the display space available on shipping containers for shortening to attract attention in transit and make a good impression on the customer when he receives the merchandise. Filed up in front of a store or inside boxes of this type are valuable in impressing the product on the consumer.

The Morell shipping container is of corrugated fiber and holds 36 one-pound



COLORFUL SHIPPING CONTAINER GETS ATTENTION.

"Prido" is shipped in an attention-getting container of overall design bearing a sales message on the front. (Photo Hinde & Dauch Paper Co.)

cans of Prido, the company's new shortening product. It is of checkerboard overall design, with the message on the front.

The Kingan shipping container holds 30 one-pound cartons of kettle-rendered lard. The Kingan block design—used on over 45 individual Kingan wrappers and packages, as well as on all stationery, trucks, refrigerator cars, etc.—is applied to the front.

PACKAGE Convenience A SALES ASSET

PRINTED manufactured casings are attractive and economical containers for many meat products, specialties and "ready-to-serve" products, and in addition are a convenience for the housewife in many instances.

Pork sausage meat in these casings,

for example, requires only slicing to any thickness desired to make it ready for the pan. Molding patties with the hands, a task many housewives dislike, is not required.

Butts in Viskings may be cooked "as is," this method being recommended by most packers who offer this cut for sale in this manner. Less flavor is lost in the cooking process and shrink is reduced.

Bologna, head cheese, loaves, liver sausage and other specialties used in sandwiches may be molded in retainers to the approximate size of a loaf of bread—a convenience most housewives appreciate.

While packers sometimes hesitate to use more than one style of container for a particular product, because of increased production costs, it would be profitable to do so in some cases, particularly when a greater number of people could be interested as a result.

Some housewives can be interested most by those qualities in products and containers which attract attention and appeal to eye and appetite. Others may be influenced to buy by package convenience re-use value. The packer who wants to interest the largest number of consumers in his products, therefore, usually finds it expedient to carefully consider kinds of containers as well as their design.

FOLLOWS THROUGH FROM CARTON TO SHIPPING CONTAINER.

On the Kingan shipping containers is the familiar block design used on all wrappers, cartons, trucks, refrigerator cars, etc. (Photo Hinde & Dauch Paper Co.)



NEW DEAL "Windfall" TAX ENDANGERS MANY PACKERS

PROTESTING against the so-called "windfall" tax at House ways and means committee hearings last week, a number of meat packers appearing as witnesses pointed out that such an effort to obtain money processors regained after invalidation of the AAA would endanger the existence of many companies. Among those who testified at the hearings were:

T. W. Taliaferro, president, Hammond Standish & Co., Detroit, Mich.

Carl F. Welhener, Henry Burkhardt Packing Co., Dayton, O.

F. E. Wernke, president, Louisville Provision Co., Louisville, Ky.

Chester G. Newcomb, vice president, Lake Erie Provision Co., Cleveland, O.

E. L. Schneider, secretary and treasurer, Ohio Provision Co., Cleveland, O.

George A. Schmidt, president, Stahl-Meyer, Inc., New York City, and president, Eastern Meat Packers' Association.

Tax Would Be Destructive

House committee members were given a clear picture of the plight of many packing companies by T. W. Taliaferro, who said his firm would be forced out of business if it had to pay such a "windfall" levy. He held that packers were entitled to their money, even if they had passed the tax on to consumers, because of losses suffered under the AAA.

Packer witnesses were unable to suggest an easy way to determine the complex question of how much of the tax they had absorbed, although many committee questions were directed at this point. Mr. Taliaferro, in reply to a suggestion that he would not have to pay the new tax if he had passed the old one, said:

"How can you prove that I did, or how can I prove that I did not? You cannot unscramble that and pick out your egg."

Congressmen Can't Understand

"Mr. Witness," said representative Fuller, "do you mean to say that the government cannot tell whether or not you pass that tax on to the consumer?"

"No," replied Mr. Taliaferro, "and no one in this God's world can tell that."

George A. Schmidt, president, Eastern Meat Packers' Association, told the committee that the 35 packers he represented generally enjoyed a fairly good financial situation at the time the processing tax was put in effect, but that—chiefly due to the tax and AAA—their financial structure had been impaired.

Mr. Schmidt pointed out that the small packers throughout the country

represented approximately 45 per cent of total federal inspected hog slaughter during 1935, and that the committee should give serious consideration to the effect a "windfall" tax would have on these processors.

Pork Must Be Moved

In reply to questions as to why packers had absorbed the tax Mr. Schmidt replied, "The packing industry is one that deals exclusively in perishable products. Those products must be sold from day to day as the hogs are killed. You cannot take certain parts of them and store them away. They have got to be sold fresh, so they have got to be sold at the best prices the market will afford.

"Now, if the purchasing power is not adequate, if the consumer's dollar is not adequate, to pay the price of pork which your costs would warrant, you would have to take what you can get, and therefore it has been impossible for us to absorb the tax."

Mr. Schmidt declared further, "I do know this to be a fact, that during the time we had the processing taxes all of us lost money. When the processing tax was put on we started to lose money, and we lost money as the tax was increased. I think the processing tax was the greatest factor in the losses we have suffered in the last two years."

A Buffalo, N. Y., group which included A. F. Ruggenstein, president, Buffalo Live Stock Exchange; George Pfeiffer, James J. Cuff, president, Cuff Packing and Provision Co., and A. T. Danahy, president, Danahy Packing Co., issued a statement declaring that the independent pork-packing industry would be extinguished should the "windfall" tax become effective.

May Give Packers a Break

Some observers believe that the new tax, if passed, will be administered broadly by the government, so that processors will be given every opportunity to show that they gained nothing through invalidation and refund of processing taxes. Committee members at the hearings emphasized that their attitude was not unfriendly.

"Ruination of business—big or little—isn't part of our program," one federal official said. "The rule of reason will be applied."

COURT Approves PROPER TRADE PRACTICE Activities

WHILE pointing out that requirement of rigid adherence to an industry code or cooperative program might constitute violation of anti-trust laws, the U. S. Supreme Court last week approved many trade association activities as fostering rather than impairing fair competitive opportunities.

This latest interpretation of the relationship of trade associations to anti-trust laws was made in the court's ruling on the appeal of the Sugar Institute, Inc., from a decree of a New York federal district court, permanently enjoining the Institute from engaging in certain activities. The court said of anti-trust laws:

"Designed to frustrate unreasonable restraints, they do not prevent the adoption of reasonable means to protect interstate commerce from destructive or injurious practices and to promote competition upon a sound basis."

Right to Regulate Trade Practices

"Accordingly we have held that a cooperative enterprise, otherwise free from objection, which carries with it no monopolistic menace, is not to be condemned as an undue restraint merely because it may effect a change in market conditions where the change would be in mitigation of recognized evils and

would not impair, but rather foster, fair competitive opportunities.

"Further, the dissemination of information is normally an aid to commerce. As free competition means a free and open market among both buyers and sellers, competition does not become less free merely because of the distribution of knowledge of the essential factors entering into commercial transactions.

"The natural effect of the acquisition of the wider and more scientific knowledge of business conditions on the minds of those engaged in commerce, and the consequent stabilizing of production and price, cannot be said to be an unreasonable restraint or in any respect unlawful . . . trade associations which openly and fairly gather and disseminate information as to the cost of their product, the volume of production, the actual price which the product has brought in past transactions, stocks of merchandise on hand, approximate costs of transportation, without reaching or attempting to reach an agreement or concerted action with respect to prices or production or restraining competition, do not fall within the interdiction of the act."

"The freedom of concerted action to

(Continued on page 70.)

Practical Points for the Trade



Reclaiming Pickle

Inquirers often ask for information regarding reclamation of curing pickle. A foreign packer writes:

Editor THE NATIONAL PROVISIONER:

We are contemplating installation of equipment for reclaiming pickle. What is the customary process? Does a filter press filter out bacteria in the pickle?

A considerable proportion of curing materials are left in pickle after meats have been removed from cure. This can be reclaimed and used again. The first step in reclamation is to heat the pickle to 190 degs. Fahr. It is then filtered through sponges which are cleaned frequently or through some other filtering agency. Some packers use a filter press and fullers' earth for this purpose—the same type of press as used for refining lard.

After filtration, the pickle is chilled rapidly to 38 degs. Fahr. and is then ready for analysis to determine the amount of curing materials needed to bring it up to required strength. This information should be obtained through analysis by a competent chemical laboratory. After curing reagents have been added to the pickle it should again be analyzed to determine if it meets requirements.

Reclaimed pickle is used by some packers for curing picnics and second grade hams. Approximately two-thirds of the salt and sugar and one-half of the nitrate in the original pickle can be recovered in second pickle.

Removal of bacteria from the pickle by filtration is impractical, according to industry authorities. Moreover, sterile pickle would probably not be desirable. Where organisms are present that might destroy the nitrite, rapid handling, quick heating and chilling will check any such tendency.

Pickle reclamation equipment consists of heating vats, filtering apparatus, double pipe coolers and storage vat. The heating vats are used for storing the used pickle until enough has been collected to process it. The vats should not be too large, as this pickle must be worked up without too much delay. Wooden vats of about 1,500 gals. are commonly used. They are equipped with 2-in. steam coils, set far enough away from sides to permit easy cleaning of the vat.

It is desirable that the steam coils have a cold water connection for chilling pickle after it has been boiled. There must be enough coil to permit rapid heating and chilling.

From this vat the pickle is run through the filtering apparatus into a storage vat after it has been heated and cooled down. Here it is settled and removed for use by means of a siphon

which is set 6 ins. from the bottom of the vat so no settling will be drawn off.

Because considerable equipment is required which can be used economically only where there is a fairly large volume of pickle to be handled, many small packers make no attempt to reclaim pickle. For best results it must be handled rapidly.

D. S. HAMS SHRINK IN CURE

A Southern packer writes to ask if strictly dry salt cured hams will shrink or gain in weight during cure. He says:

Editor THE NATIONAL PROVISIONER:

Will a strictly dry salt cured ham that is not pumped with pickle gain or lose in weight?

These hams will shrink in cure as the moisture which forms the pickle in conjunction with curing ingredients comes from the hams themselves and they lose weight in proportion to the amount of moisture lost. This is true of all dry cured meats which are firmer than pickle cured product.

There is a great deal of variation in the shrink of a ham from green to the cured weight, but this will range from 8 to 14 per cent in dry cured hams, depending on how the product is handled and how firm meats are to start with.

Kosher Bologna

Kosher bologna is in demand wherever a Jewish trade is served. Many other consumers also like this more highly-seasoned product. It can well be included among sausage manufactured by producers serving a variety of trades.

Directions for the manufacture of this bologna have appeared in THE NATIONAL PROVISIONER. An expert sausage maker gives the benefit of his experience in formulas and complete manufacturing process.

Reprint of this information on kosher bolognas may be obtained by sending the following coupon with 10c in stamps:

THE NATIONAL PROVISIONER,
Old Colony Bldg., Chicago, Ill.
Please send me a copy of reprint on
Kosher Bologna.

Name
Street

City..... State.....

(Enclosed find 10c in stamps.)

Yellowing of Beef

A packer having trouble with beef carcasses fading and turning yellow in the holding cooler writes:

Editor THE NATIONAL PROVISIONER:

We are having trouble with cattle carcasses fading and becoming light yellow in color after hanging in the cooler for three or four days. We think the reason may be due to our method of shrouding.

Shrouds are soaked in a barrel of warm water in which 10 to 15 lbs. of rock salt have been added. Cattle are washed with warm water before shroud is applied, and after shrouding cold water is washed along thoracic and abdominal cavities and shrouded side. Carcasses are then put into chill room with a temperature of 32 degs. Fahr. After setting for 10 minutes shrouds are smoothed with the hand. Carcasses remain in cooler for about 12 hours, when they are placed in holding cooler maintained at 34 degs. Fahr.

After hanging in holding cooler for 3 or 4 days the cattle lose their bloom and the yellow tint previously referred to develops. Could you tell us what might be causing this condition?

While this packer does not follow what might be considered standard practice in shrouding beef, it is doubtful if any departures from such practice are the cause of the trouble complained of. Color-changing bacteria are occasionally troublesome in the meat packing plant, and it is possible they are the source of the difficulty in this instance.

Shroud cloths should be washed thoroughly in hot water when they are removed from carcasses, and immediately before being applied to carcasses should be dipped in water as hot as the worker can stand. Automatic temperature control is advantageous in maintaining the water at an even temperature.

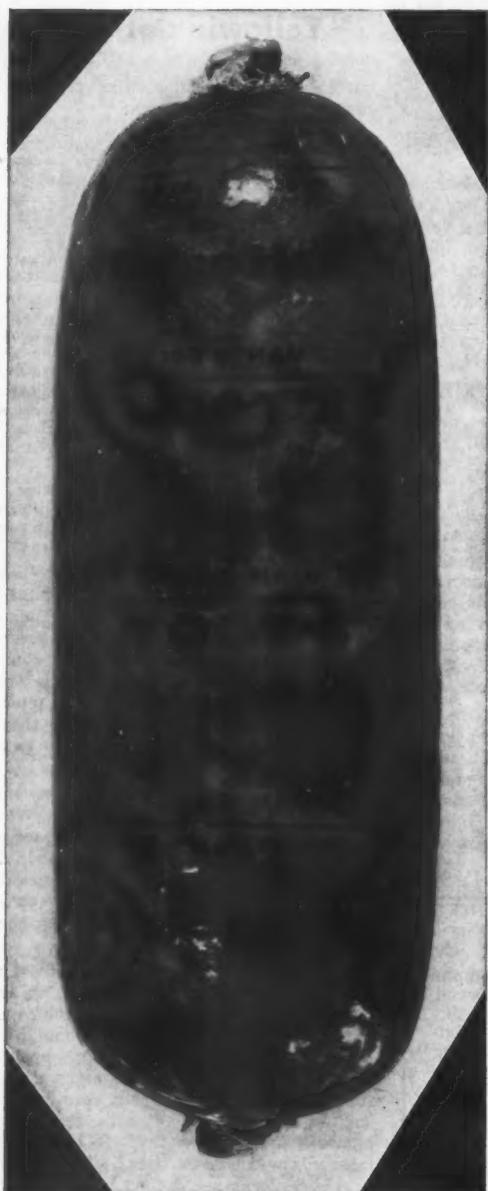
If thorough washing of the shrouds does not eliminate the trouble, it is suggested that floors, walls, ceilings, fixtures and equipment in chill room and holding cooler—not neglecting shroud pins—be gone over thoroughly with a four-tenths of one per cent solution of sodium hypochlorite. If color-changing bacteria are present this treatment at intervals will control them. The barrel in which cloths are dipped before being applied should also be cleaned.

If the difficulty still persists, it is possible improper conditions of humidity in chill rooms or holding cooler, or both, are primarily responsible. Should this be the case, the solution is a problem for a competent air conditioning or refrigerating engineer. (Proper conditions of temperature and humidity for chill rooms and holding coolers were described in the August 10, 1935, issue of THE NATIONAL PROVISIONER.)

If carcasses are washed well before shrouding, washing after shrouding would seem an unnecessary operation.

SYLPHCASE K CASINGS

(Reg. U. S. Pat. Off.)



are being adopted by the foremost manufacturers of Sausage and Ready-to-Serve Meats throughout the country.

The uniform strength, capacity and visibility of SYLPHCASE K Casings will keep your breakage at a minimum and assist you in creating a package irresistible in sales appeal.

SYLPHCASE K Casings are made in colorless and red transparent in sizes from 1 $\frac{5}{8}$ to 4 $\frac{1}{2}$ inches.

Printed with your own trade name.

SYLVANIA INDUSTRIAL CORPORATION

SYLPHCASE DIVISION

122 EAST 42nd STREET

NEW YORK CITY

WALLACE Digs Up An Old Case AT AN OPPORTUNE TIME

ON evidence purporting to show that "price fixing" took place in certain Southern areas some years ago, the Secretary of Agriculture this week issued a cease and desist order against eleven packing companies under his prosecuting, fact-finding and judicial powers as administrator of the packer and stockyards act.

The order, which becomes effective May 10, applies to Armour and Company, Abraham Bros. Packing Co., Cudahy Packing Co., Jacob Dold Packing Co., John Morrell & Co., Memphis Packing Corp., Swift & Company, Wilson & Co., North American Provision Co., Geo. A. Hormel & Co. and the Birmingham Packing Co. Violations of the order are subject to prosecution in federal court.

Packers are expected to appeal the Secretary's ruling to the U. S. circuit court of appeal, asking that the order be revoked or modified. Charles J. Faulkner, jr., general counsel for Armour and Company, stated that "an appeal to the United States courts may be taken for abrogation of the order, because of the unfair and totally unwarranted impression that the Secretary's action may leave with the public."

Charges Filed Two Years Ago

Complaints were originally filed against packers in February, 1934. The charges involved alleged exchange of information leading to the establishment of prices resulting in undue advantage to certain persons; manipulation and control of prices in Tennessee, Mississippi, Alabama, Arkansas and Texas; apportioning of sales of meat and meat food products.

Hundreds of witnesses offered conflicting testimony at a series of hearings in 1934. After a lapse of some months Secretary Wallace heard final arguments of packer attorneys. These contended that there had been no price fixing or sales discrimination. Re-opening of the inquiry coincided with public criticism of higher pork prices caused by the AAA restriction program and the drouth.

Action of the Secretary in issuing a cease and desist order under such circumstances was declared by Mr. Faulkner to be "surprising indeed." He said:

"His own representatives at the hearing in Washington admitted in reply to Mr. Wallace's direct questions that there was no evidence of anyone being overcharged for meat in the limited areas around Birmingham, Ala., and Cleveland, Miss., which were under investigation."

"Mr. Wallace was shown at the hearing, and he seemed impressed by the

fact, that meat prices in the Mississippi and Alabama territories were as low or lower than any in the country at the time in question. The demoralized condition of this trade area during the height of the depression made it impossible for the packers to obtain prices equal to those in northern consuming centers, freight rates and other distribution costs considered, and yet this is the area selected for investigation.

No Evidence of Overcharges

"Mr. Wallace's own subordinates also informed him that numerous packers, meat brokers and wholesale grocers not mentioned in the Secretary's complaint were in keen and active competition with the respondents in the limited areas investigated by the department. They did a large volume of business in the territory involved, but they were not made defendants in the complaint and it is apparent that no attempt would be made to control prices without their cooperation.

"Principal witnesses who testified that a highly technical violation of the packer and stockyards Act occurred were personally interested in the outcome of the litigation. In contrast to this testimony the packers presented

Raised From the Dead

COMMENT on the Wallace ruling in the Southern case comes from a resident of that area not in the packing business. His letter reads:

Editor THE NATIONAL PROVISIONER:

I see by the newspapers that the Secretary of Agriculture has dug up an old case which everybody thought had died of inanition, and has ordered meat packers to "cease and desist" from something which they claimed they never did—but if they did it, they stopped doing it years ago.

Those of us who live in this neck of the woods, where politics is peculiar, remember the origin of this supposedly defunct case. A political lawyer, who happened to be out of office and in need of a "meal ticket" at the time, compiled a list of pseudo-clients and filed the complaint. It is our recollection that nothing was proved at the hearings, and we supposed the case was dead.

Of course we know an election is coming on next fall, and that meat packers are a popular target, especially since the Supreme Court's AAA decision. This may account for the disinterment of the corpse. Nuff sed.

Yours truly,
MISSISSIPPIAN.

more than 600 reliable and reputable business men, principally retailers, in the states in question who asserted that they bought from the packers daily and knew that they were engaged in vigorous competition at all times."

Danger in Excessive Powers

Denying that his company had broken the law, T. Henry Foster, president, John Morrell & Co., said, "No more striking example of the danger of concentrating excessive power in the hands of one official could be had than is exemplified in this attack on industry, by which the Secretary of Agriculture not only acts as complainant but assumes in addition all the prerogatives of the judiciary."

Mr. Foster recalled a statement made in 1934 when the complaints were filed in which he said: "John Morrell & Co. is operating its business, and always has done so, in full compliance with all state and federal laws." He declared that this statement holds as true today as then.

In discussing the Secretary's ruling, J. P. Spang, jr., vice president, Swift & Company, in charge of sales, said:

Complainant, Judge and Jury

"It should be understood that the conclusions reached by the Secretary of Agriculture do not represent a judicial finding. In this case the Secretary of Agriculture was complainant, prosecutor, jury and judge. The case covered only small areas in Mississippi and Alabama.

"A significant part of the testimony during the hearings is an admission by the attorney for the government that prices in the parts of Mississippi and Alabama covered by the complaint were no higher than at other points nearby.

"The facts are that Swift & Company has and has had no understanding whatever with any other packers to control prices, to divide territories or to apportion sales. There was convincing testimony of more than six hundred wholesale and retail meat dealers at the hearings that the competition among packers was exceedingly keen."

JAN. MEAT CONSUMPTION

Federally-inspected meats available for consumption in January, 1936:

	Total Consumption, lbs.	Per capita, lbs.
BEEF AND VEAL.		
January, 1936	494,000,000	3.9
January, 1935	463,000,000	3.6
PORK (INC. LARD).		
January, 1936	450,000,000	3.5
January, 1935	483,000,000	3.8
LAMB AND MUTTON.		
January, 1936	64,000,000	0.50
January, 1935	54,000,000	.42
TOTAL.		
January, 1936	1,008,000,000	7.9
January, 1935	999,000,000	7.8

GOOD SAUSAGE

Properly Identified

WILL DRIVE POOR SAUSAGE FROM THE MARKET!

Unbranded sausage, to the consumer, is all alike. Good sausage, properly *branded* and identified, can be built up to consistently profitable volume through continued consumer demand.

Branding your sausage casings fits in perfectly with the whole scheme of merchandising. Identification, one of the primary requirements in any merchandising plan, is definitely assured. EVERHOT Branders will place permanent, distinctive and legible brand names on all your stuffed sausage varieties. Other types, also, for loaves and specialties.

Increased sausage volume is entirely within your reach. Make a quality product and merchandise it in the right way — identified with an indelible EVERHOT-BRANDED TRADEMARK.

There is an EVERHOT Brander for every type of sausage. Write for complete details and prices!

EVERHOT Hot-Ink Roller Sausage Brander (illustrated below) equipped with two rollers. One roller carries the brand and the other contains an ink reservoir for automatic inking of the brand-



ing roll. One simple movement permanently identifies the product!

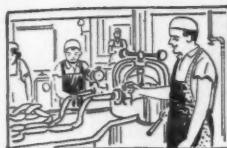
Single lines of branding are economically done with the EVERHOT Brander. Electrically-heated die dries the ink the instant it is applied!

EVERHOT manufactures all types of Ink Branding Equipment for fresh meats, cured meats, sausage, etc. Long handled models for carcasses. Stamp pad models for franks. Get full details about EVERHOT Branders and what they do for you!

EVERHOT
MANUFACTURING COMPANY

196 St. Charles Avenue

Maywood, Illinois



*A Page
for the*

SAUSAGE Manufacturer



Profits ON SAUSAGE

Identification and Advertising Beat Price Competition

By L. BARNARD*

BULK and unbranded foods, whether coffee, soda crackers or sausage, are too often sold at a price rather than on a quality basis. This is because neither dealers nor consumers are expert judges of quality.

Along with popularizing brands by advertising, products were first put into distinctive, labeled packages so the consumer could recognize products, the quality of which had been assured in the advertising. These package goods commanded a higher price than bulk goods.

Development of more attractive packages was a later step. When several competing brands were known to the consumer, all claiming superior quality, an attempt was made to have the package win the consumer's preference by superior attractiveness. It was psychologically sound to assume that the more artistic and striking the container, the higher the quality of the contents became in the consumer's subconscious opinion.

Influence of Package and Label

In the sausage industry there have been several interesting examples recently of the tremendous influence both package and label have on sales. For example, bologna sausage, pressed into square shape by wire molds has outsold round slice product. The novelty of the shape is enough to attract sales.

Another example—an Ohio manufacturer put out a new brand with a label printed on the "Tee-Pak" casing in a sort of old-fashioned wood-cut effect. This showed a certain Civil War general; and the new brand, because the label had local interest and a certain striking appeal, within a few weeks outsold another brand which the manufacturer had been pushing for years. This is the sort of subtle appeal in labels which builds sales through spontaneous consumer response.

Beating Price Competition

A Kentucky manufacturer increased his sales four-fold on a fancy luncheon loaf as a result of changing to a more attractive label, which told a story of assured high quality.

*Sales manager Transparent Package Co.

The big problem today for the sausage manufacturer is how to side-step price-competition of a chiseling minority. It is significant that not a pound of the 10c stuff flooding the market and sold at special sales of chain stores is labelled. It is all nameless.

This is a cue for the maker of good sausage to put his name on the quality product, and then tell the public that this signature is a guarantee of real quality. It is only by making a good product look different from cheap stuff that a higher price, which includes a decent profit, can be asked and secured by the industry.

ENGLISH SAUSAGE PRACTICE

Manufacture of sausage and "small goods" as practiced in England is described in considerable detail in a handbook entitled "Small Goods Production," by Frank Gerrard, of Smithfield Institute, London. It is designed primarily for the small English producer, with only limited attention given to production on a scale such as that usually practiced in this country.

The author, who is a gold medalist

of the Worshipful Company of Butchers, and who holds a diploma of the National Federation of Meat Traders, gives much sound advice along with his general discussions. He points out that "the trader using inferior materials must expect, and indeed will invariably get, inferior returns." The vagary of the individual palate is a hard taskmaster, he says, "but an intelligent study of this matter will repay the conscientious workman."

Use of binders and fillers in English sausage is extensive and usually amounts to between 25 and 40 per cent of the finished weight of the product. Commenting on this, the author says: "The laws of the United States, a country where the small goods trade is a large one, are very strict with respect to the amount of binder which may be introduced, and only about 3 per cent of the total weight is allowed. In this country, however, there are no restrictions on the amount to be used except those imposed arbitrarily by the customers themselves."

Use of nitrite in curing of sausage and specialty meats is not permitted. This the author regrets as it is realized that this curing ingredient has many advantages. Some recipes are given, most of which are on a small scale. The book contains 82 pages including index and is issued as one of the "Practical Food Industries Series," by Leonard Hill Limited, London.



NOT BOthered BY PRICE COMPETITION.

Sales of this product increased four-fold when this printed casing with the magic words "Fischer's Grade 1" was substituted for an unidentified container.

(Photo Transparent Package Co.)

CANNED MEAT COMPETITION

The increase in production and consumer acceptance of canned meats is causing some far-sighted meat packers and sausage manufacturers to attempt to visualize the situation some years hence. If the increase in consumption of canned meats continues, these products may seriously reduce per capita sausage consumption, it is feared.

Canned meats are gaining rapidly in public favor because meat canners are seriously trying to produce quality products and merchandise them efficiently. Consumption of canned meats is increasing because many new and attractive products are coming on the market—products which meet consumers' desires for quality and are convenient to prepare and use.

There is only one way for sausage manufacturers to forestall considerable inroads by canned meats into sausage markets. That is to produce quality products, identify them and then merchandise them efficiently.

MILLING CROWDS

HAIL

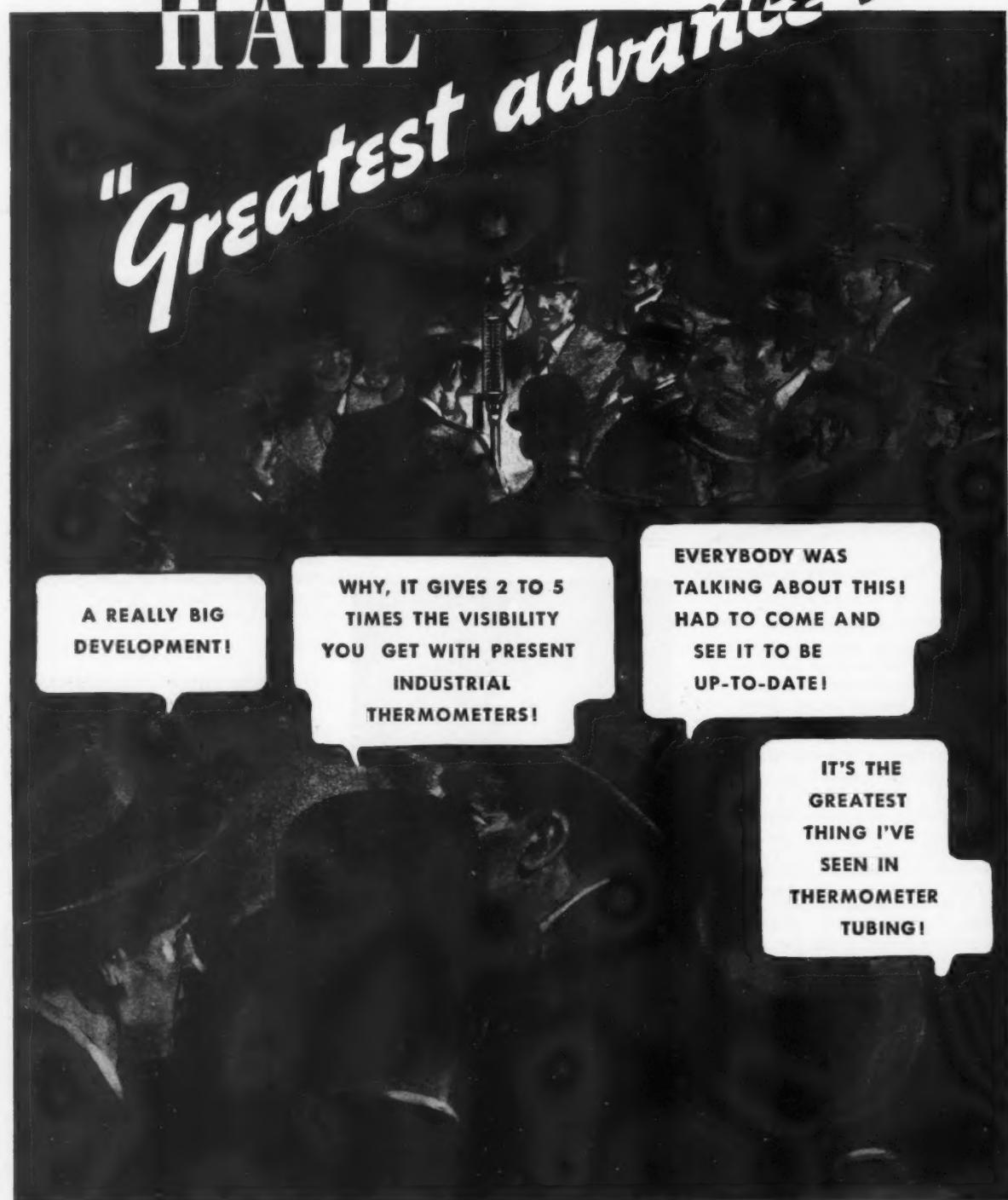
"Greatest advance in

A REALLY BIG
DEVELOPMENT!

WHY, IT GIVES 2 TO 5
TIMES THE VISIBILITY
YOU GET WITH PRESENT
INDUSTRIAL
THERMOMETERS!

EVERYBODY WAS
TALKING ABOUT THIS!
HAD TO COME AND
SEE IT TO BE
UP-TO-DATE!

IT'S THE
GREATEST
THING I'VE
SEEN IN
THERMOMETER
TUBING!



"glass thermometry"

New Taylor "BINOC"—the optically Correct Thermometer Tubing—gets enthusiastic greeting from prominent engineers, food plant executives and editors. Revolutionary development assures an easier-to-read Thermometer.

What is all the excitement about?

These people are looking at a remarkable new development in industrial thermometers. They are talking about the new Taylor "Binoc" Thermometer Tubing.

This is what happens wherever a group of people see the New Taylor "Binoc" Thermometer Tubing.

Engineers, editors, plant executives come—look—look again and are amazed at what they see.

Taylor "Binoc" is the first optically correct thermometer tubing. It eliminates squinting. You can read "Binoc" tubing with both eyes open.

It gives from two to five times the visibility you have with past industrial thermometers. It makes Taylor Industrial Thermometers the easiest-to-read.

Taylor "Binoc" Tubing doubles the angle of vision without sacrificing high magnification. You do not have to stand directly in front of the thermometer—or close to it—for an accurate reading.

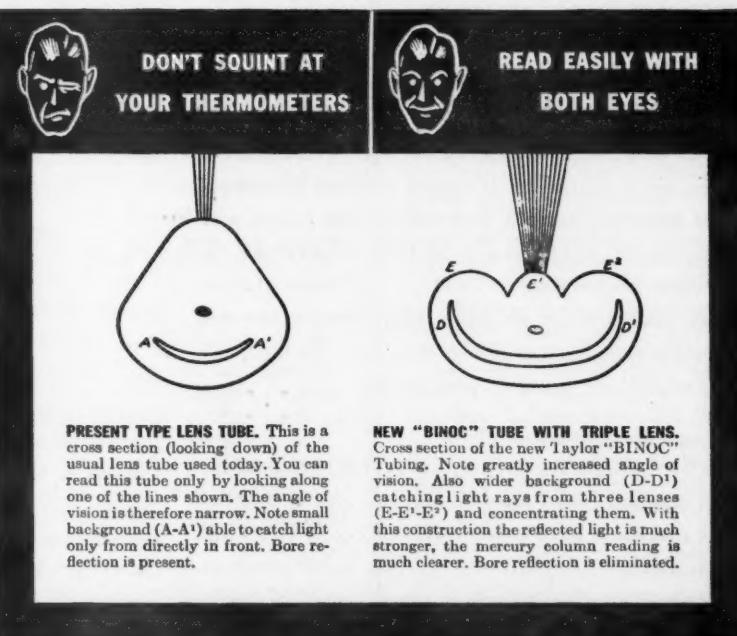
Taylor "Binoc" Tubing eliminates bore reflection. You see quickly, accurately, a clear, definite contrast between the empty and the mercury-filled portions of the bore.

In short, you have in "Binoc" all the advantages that have been missing in industrial thermometers to date. Use Taylor Thermometers with "Binoc" Tubing to make temperature reading as easy as reading a book with big, clear type.

There are two types of Taylor "Binoc" Tubing available. The White Top, which has a mercury column backed up with white. Canners, at their National Show, overwhelmingly voted that this was by far the better type. But if you desire the Red Top, in which the mercury column is backed up by red, you can have it.

Prove for yourself that Taylor In-

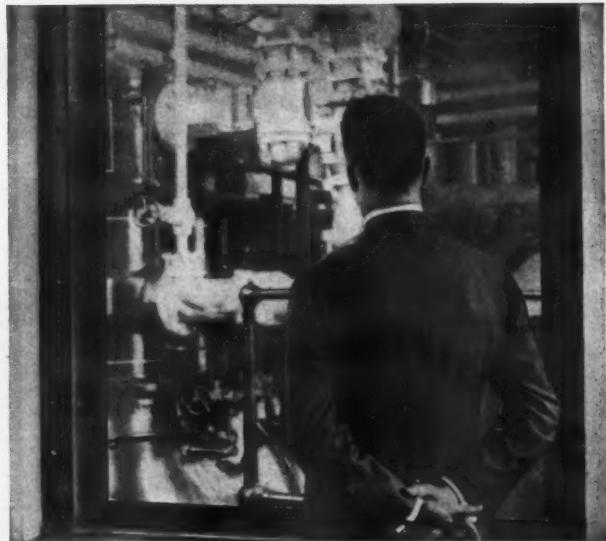
dustrial Thermometers equipped with this new tubing are the most efficient and easiest to read available today. We will gladly help you do this. A Taylor Representative will present the complete story and let you be the judge. If you want a demonstration quickly, write at once to Taylor Instrument Companies, Rochester, N. Y., or Toronto, Canada. Manufacturers in Great Britain—Short & Mason, Ltd., London, England.



Taylor
INDUSTRIAL THERMOMETERS
with "BINOC" Tubing
(PATENTED)

**The prospect of losing
hundreds of dollars
a day is enough to make
any Packer nervous**

Idle equipment costs money in any field. In the packing plant, the failure of the Compressors may easily mean spoilage of hundreds of dollar's worth of meat products. Machines will wear out, but York Vertical Single Acting Compressors take a mighty long time before they do.



**Look at this "1,327,000 Hour" Record
hung up by York**

Headquarters for Mechanical Cooling

This record is authentic. It covers 25 York Compressors at work for various companies. The oldest was installed in 1917. The newest in 1929. The record on all of them is complete to 1933 . . . 16 years of continuous work for the oldest, 4 years for the newest.

Here's a table of operation that their owners, together with York, point to with pride:

Total operating hours	
(for 25 Compressors).....	1,327,000 hours
Eleven machines have needed.....	No repairs
Fifteen machines have needed.....	No packing
Sixteen machines have needed.....	No bearings
Twenty machines have needed.....	No valves
Sixteen machines have needed.....	No piston rings
As much as 11 years on one set of shaft packing.	
As much as 11 years with no repairs of any kind.	

**York offers you Nation-wide Service
on your Refrigerating Problems**

This York record speaks for itself. But no honest manufacturer would claim that his machine will never wear out, or on occasion need service. Nor does York. And when service is necessary York will be found at your elbow. Through Headquarters Branches, in every important center of demand, York offers the Packing Industry a service on refrigeration that is unsurpassed. No wonder that for many years many of the leading packers have called on "Headquarters for Mechanical Cooling." They come, with new problems and old, convinced that in calling on York they are dealing with men who know refrigeration.

**YORK ICE MACHINERY CORPORATION, YORK, PENNA.
HEADQUARTERS BRANCHES THROUGHOUT THE WORLD**

YORK

Commercial, Industrial and Institutional Refrigeration . . . Commercial and Industrial Air Conditioning



REFRIGERATION and Air Conditioning



Absorption Refrigeration

What It Is and How It Is Applied in the Meat Plant

WHAT is the absorption refrigerating machine?

Is it suitable for use in the meat packing plant?

What are its advantages compared with the compressor?

These are questions which have been put to THE NATIONAL PROVISIONER recently by packers who have become interested in this equipment after reading about successful installations. (See the May 11, 1935, and January 25, 1936, issues of THE NATIONAL PROVISIONER.)

A detailed description of the absorption method of refrigeration would consume several times the space available in one issue of this magazine. So far as results are concerned there is little difference between absorption and compression refrigeration. The former is based on the principle of absorption of ammonia vapor by water at relatively low temperatures, and the giving up of ammonia vapor when the mixture is heated.

How Machine Operates

The absorption system is so called because a weak ammonia solution removes ammonia vapor from the cooling coils of the evaporator by absorption, and the richer aqua ammonia so formed is then pumped into a high pressure chamber called a generator. By heating the generator the ammonia vapor is driven off from the liquid and passes into the condenser.

Compared with a compressor system the pressure tank in an absorption system may be regarded as a compressor operated by heat rather than by a motor or steam engine. The absorption period in the pressure tank corresponds to the suction stroke of the compressor, and the period of increasing pressure in the tank takes the place of the compression stroke.

The absorption refrigerating machine is suitable for use in a meat packing plant. Particular conditions are required, however, for its economical operation. It can be used in connection with compressors.

As stated previously, heat is required. For economy there must be an ample supply of cheap, cold water. Steam is the practical source of heat in the meat plant and is used for ab-

sorption machine operation. Exhaust steam is suitable.

In the most successful installations in meat plants absorption machines are being used in connection with power generating equipment and as a means of bringing steam and power loads into balance. This is done, of course, only when exhaust steam would be wasted otherwise. In these cases power largely becomes a by-product of the refrigerating load.

How Packers Are Using It

In such arrangements power may be generated by an engine or turbine, the exhaust steam from which is used to produce refrigeration and for cooking and heating.

In the plants of Kroger Grocery & Baking Co., Columbus, O., and Field Packing Co., Owensboro, Ky., absorption refrigerating machines, operated with exhaust steam from engines sup-

plying power, provide all refrigeration. In a Chicago plant an absorption machine supplements motor-driven compressors. In this latter plant the absorption machine is used only when there is an excess of exhaust steam above that required for cooking and heating.

The absorption refrigerating machine, therefore, finds its greatest field of usefulness as a means of utilizing exhaust steam that otherwise would be lost. This makes possible, in some instances, economical generation of power when without the absorption machine a close heat balance might not be obtainable.

The question of whether or not to use an absorption refrigerating machine or compressors, or both, is one only an engineer can answer after a study of conditions. There are too many technical considerations involved to trust such a decision to anyone not technically trained.

REFRIGERATION CONGRESS

The Seventh International Congress of Refrigeration, to be held during the week of June 16, 1936, at The Hague, Holland, is expected to be attended by refrigerating experts from all over the world, including a large delegation from America. Very elaborate programs of business sessions and entertainment have been prepared, numerous American refrigeration engineers being scheduled to address the gathering. Among the latter and their subjects are:

"Advances in Quick Freezing During the Past Four Years," by Gardner Poole, director of research, Birdseye Laboratories, Boston, Mass., and M. T. Zarotschenzeff, technical director, American Z Corp., New York City.

"Air Conditioning—Advances and Trends of the Arts," by W. H. Carrier, chairman of the board, and R. W. Waterfill, engineer, Carrier Corp., Newark, N. J.

"Pipe Line Refrigerating System with Special Reference to Air Conditioning," by R. H. Switzler, vice president and general manager, St. Louis Refrigerating & Cold Storage Co., St. Louis, Mo.

"Progress in Application of Refrigeration to Public Health," by Samuel C. Prescott, D.Sc., and B. E. Proctor, Ph.D., Boston, Mass.

"Observations on Food Poisoning Organisms Under Refrigeration Conditions," by Samuel C. Prescott, S.D.Sc., and L. P. Geer, M.S., Boston, Mass.

"Use of Unit Coolers and Conditioners," by L. C. Morse, executive engi-

AIR CONDITIONING

- *What it is*
- *Why it is needed*
- *Where it should be used*

in the MEAT PLANT

A clear statement by a recognized authority about this newest development for saving and improving product in the packing and sausage plant.

Describes methods and gives temperatures and humidities for each department of the plant.

Fill out and return the coupon if you want a copy.

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407 So. Dearborn St., Chicago, Ill.
Please send me copy of "AIR CONDITIONING IN THE MEAT PLANT."

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Company.....

Street.....

City.....

Enclosed find 50c in stamps.

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The "C-B" Door is specified wherever quality in design, construction, workmanship and finish is required. Its superior merit has been proved.

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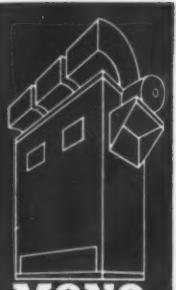
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"THE BETTER DOOR THAT COSTS NO MORE"

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Cincinnati, Ohio

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**MONO
UNIT
AIR CONDITIONERS**



are simple, efficient, and economical. The Vilter Mono-Unit of Air Conditioning commends itself to anyone who has the problem of meeting this modern need. Vilter Mono-Units can be installed at a justifiable cost in already existing buildings.

The Vilter Mono-Unit is especially engineered to the individual requirements of any type of application, and can be installed at astonishingly low cost, even in small space. Readily adaptable to automatic control.

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Refrigeration

Made in Four Sizes
to Meet Your Re-
quirement.



Warm Air

**The Modern
COMMERCIAL BODY
COOLING UNIT**

Used by Leading Packers
for Route Deliveries

Now in Third Year

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WAGON WORKS, INC.**
INSULATED—REFRIGERATED
COMMERCIAL BODIES
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Our Consulting Service Will Solve Your Problems

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One of many styles built by us to individual specifications on a mass production plan. Result—Custom Truck Bodies for your needs at standard prices.

LUCE MFG. CO., Lansing, Mich.

neer, York Ice Machinery Corp., York, Pa.

"Control of Refrigerant in Surface Cooling Systems," by D. D. Wile, chief engineer, Refrigeration & Air Conditioning, Detroit Lubricator Co., Detroit, Mich.

"Kold-Hold Cooling Unit for Refrigerated Trucks and Method of Application," by Dr. C. W. Chamberlain, professor of physics, Michigan State College, East Lansing, Mich.

"A New Standard for Rating Condensing Units," by Glenn Muffly, general chairman, Joint Committee on Rating Commercial Refrigerating Equipment, Springfield, Ohio.

"Developing of Condensing Units in the United States," by David L. Fiske, secretary, American Society of Refrigerating Engineers, New York City.

CONDENSING UNIT STANDARDS

After many months of work, a joint committee of representatives of the American Society of Refrigerating Engineers, the Refrigerating Machinery Association and the Refrigeration Division of the National Electrical Manufacturers Association has formulated proposed standard methods for testing mechanical condensing units.

These proposed standards were discussed in meeting of full membership of both the Refrigerating Machinery Association and the Refrigeration Division of the National Electrical Manufacturers Association and received unanimous approval. This action is a foreword step in the progress of the refrigerating machinery industry, and one which should prove of lasting benefit to manufacturers and users of refrigerating machinery. While these standards are in approximate final form, there may be some revisions of a minor character.

REFRIGERATION NOTES

Longview Ice & Cold Storage Co. has installed 300 additional individual cold storage lockers at Longview, Wash., bringing total to 500.

T. A. Phillips, Fairfield, Tex., purchased 20-ton refrigerating machine and 10-ton ice freezing system.

Western Ice & Utilities Co., Monessen, Pa., has permit for \$10,000 improvement, consisting of new ice storage rooms, repairs, and rebuilding of exterior.

C. C. Condit, Forest Grove, Ore., installed cold storage locker system of 448 lockers in his market on Main st.

A. S. Martin, Chadburn, N. C., is in the market for cold storage equipment.

J. R. Morris and O. C. Daniels, Atlantic, N. C., are erecting cold storage plant.

United Dressed Beef Co., 780 1st ave., New York, N. Y., will make alterations to cold storage building.

Norman's-Kill Farm Dairy recently purchased 46-ton refrigerating machine.

Municipal cold storage locker system with 300 lockers has been opened at Madison, Neb.

Country Club Dairy, Kansas City, Mo., has leased ground for erection of cold storage space.

FINANCIAL NOTES

National Tea Co. has declared a quarterly dividend of 13 1/4 cents on preferred stock, payable May 1, to stockholders of record on April 13.

Kroger Grocery & Baking Co. has declared quarterly dividends of 40 cents on common stock, payable June 1 on recorded stock of May 8, of \$1.50 on 6 per cent preferred stock, payable July 1 on recorded stock of June 19, and \$1.75 on 7 per cent second preferred, payable July 31 on recorded stock of July 10.

A reorganization plan for the Cleveland Provision Co., Cleveland, O., has been filed in federal court and a hearing has been set for April 15.

United States Cold Storage Corp. had consolidated net loss of \$1,698 for 1935, against net income of \$323,408 in 1934. Gross income declined to \$1,441,692 from \$1,947,535. Decline was attributed to reduced storage stocks, particularly meats and allied food products, as a reaction from drought conditions, government activities and other causes. Diversification failed to offset loss of income from meat and egg storage.

PACKER AND FOOD STOCKS

Price ranges of listed stocks, April 8, 1936, or nearest previous date:

	Sales	High	Low	Close	April	April
Week ended					8.	1.*
April 8.	—	—	—	—	—	—
Amal. Leather.	1,300	4	4	4	4	4
Do. Pfd.	200	38	38	38	38	38
Amer. H. & L.	5,900	7 1/2	7 1/2	7 1/2	7 1/2	7 1/2
Do. Pfd.	400	41	41	41	41	41
Amer. Stores	1,700	30	30	30	30	30
Armour Ill.	17,300	5%	5 1/2	5 1/2	5 1/2	5 1/2
Do. Pfd.	1,900	74 1/2	74 1/2	74 1/2	71	71
Do. Del. Pfd.	200	108 1/2	108 1/2	108 1/2	107 1/2	107 1/2
Beechnum Pack.	500	88	88	88	88	88
Bonham H. C.	200	8 1/2	8 1/2	8 1/2	8 1/2	8 1/2
Do. Pfd.	10	48	48	48	45	45
Chick Co. Oil	400	26	26	26	26	26
Childs Co.	4,700	9 1/2	8 1/2	8 1/2	9 1/2	9 1/2
Cudahy Pack.	600	39 1/2	39 1/2	39 1/2	39 1/2	40
First Nat. Strs.	4,800	45 1/2	45 1/2	45 1/2	45 1/2	45 1/2
Gen. Foods	31,900	36%	36%	36%	35%	35%
Gobel Co.	6,400	6%	6%	6%	6%	6%
Gr.A.&P.1stPfd.	75	125 1/2	125 1/2	125 1/2	125 1/2	125 1/2
Do. New	630	113 1/2	113	113	115	115
Hormel, G. A.	100	100	100	100	100	100
Hyskore Corp.	17,200	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2
Kingsford G. & B.	7,500	24 1/2	24 1/2	24 1/2	24 1/2	25
Libby McNeill	24,000	10%	10	10	9 1/2	9 1/2
Mickelberry Co.	1,200	2 1/2	2 1/2	2 1/2	2 1/2	3 1/2
M. & H. Pfd.	110	7 1/2	7 1/2	7 1/2	7 1/2	8 1/2
Morrall & Co.	400	47 1/2	47	47	50	50
Nat. Leather	1,950	2	2	2	2	2
Nat. Tea	2,300	9 1/2	9 1/2	9 1/2	9 1/2	9 1/2
Proc. & Gamb.	9,500	46 1/2	46 1/2	46 1/2	46 1/2	46 1/2
Do. Pr. Pfd.	2,000	118	117 1/2	118	119 1/2	119 1/2
Rath Pack.	6,400	33	32 1/2	32 1/2	33	33
Safeway Strs.	6,400	33	32 1/2	32 1/2	33	33
Do. 6% Pfd.	50	110 1/2	110 1/2	110 1/2	110 1/2	110 1/2
Do. 6 1/2% Pfd.	210	122 1/2	122 1/2	122 1/2	111	111
Stahl Meyer	100	4	4	4	3 1/2	3 1/2
Swift & Co.	13,750	20 1/2	21 1/2	21 1/2	22	22
Do. Int'l.	7,350	30 1/2	30 1/2	30 1/2	30 1/2	31 1/2
U. S. Leather	300	8 1/2	8 1/2	8 1/2	8 1/2	8 1/2
Do. A.	900	18 1/2	16	16	16 1/2	16 1/2
Do. Pr. Pfd.	100	83	83	83	82 1/2	82 1/2
Wesson Oil	1,800	38 1/2	38 1/2	38 1/2	40	40
Do. Pfd.	500	82	82	82	81	81
Wilson & Co.	19,100	8%	8 1/2	8 1/2	8 1/2	8 1/2
Do. Pfd.	1,000	81 1/2	78	78	82	82

*or last previous date.

Packers Are Modernizing

A two-story addition with smokehouse is being planned for the Albany, N. Y., plant of Armour and Company. Improvements would cost about \$20,000.

Plans for a \$12,000 addition to the plant of the Edelmann Provision Co., Cincinnati, O., are being revised and the project will be rebid. Building will be of steel and concrete block construction.

Acme Packing Co., Seattle, Wash., is carrying on an extensive building program. Quarters for the clerical force are being enlarged. A two-story fireproof building of hollow tile construction is also being erected to house the supply department and dressing room facilities.

Plans for a \$125,000 meat plant to be erected at Caldwell, Ida., for Idaho Meat Producers, a farm cooperative, are being drawn up by Menges-Mange, Inc., St. Louis, Mo., and will be completed about May 1. The plant will be located on a 15-acre plot near the Union Stock Yards, will be 117x143 feet and a story and a half in height. It will have federal inspection and a daily capacity of 150 hogs, 60 cattle and 150 sheep or calves. Included will be inedible dry rendering, complete hog viscera and partial beef viscera treatment, chilling coolers, holding coolers, sharp freezers, hide cellar, green bone and other departments.

Curtin & Sinn, meat packers, Vancouver, Wash., will build a \$20,000 plant near that city. Plant will include stock corrals, cold storage rooms, sausage room, freezer and curing department.

J. Shapiro & Sons, Augusta, Ga., who took over the plant of the Georgia-Carolina Packing Co., Inc., have completed the first unit of a building and modernization program involving the whole plant. The first completed unit is a \$12,000 sausage kitchen. The next building will be a freezer and a beef cooler. This plant operates under U. S. inspection.

Hylbow Packing Co., High Point, N. C., has recently begun operating in a new plant. H. C. Bowie and W. E. Hylton, head the company, which cures and smokes hams and bacon, makes a full line of sausage and specialties, and handles wholesale fresh meats.

On April 1 P. D. Gwaltney & Co., Inc., Smithfield, Va., completed a \$65,000 plant for killing and cutting hogs which will begin operations in the summer. R. E. Jordan, Baltimore, Md., furnished most of the equipment.

Rendering department of Norfolk Tallow Co., Norfolk, Va., which was completely destroyed by fire in January, is being rebuilt of brick, steel and concrete construction, completely fireproof. Three dry cookers and an Anderson expeller have been installed.

Watch "Wanted" page for bargains.

VOTE THE STRAIGHT

PLATFORM:

- 1.** Modern designs with sparkling originality and dramatic appeal. Built to *Sell* your product.
- 2.** Skilled craftsmen trained to execute each design to hair-line precision.
- 3.** Controlled production from idea to finished carton. Two Board Mills with a daily capacity of 300 Tons!
- 4.** Quick, Dependable, Nationwide Service by Rail, Water, Truck and Air. The largest carton-selling organization in the U. S. A.

**“Balance Your Budget with the
SUTHERLAND TICKET”**

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SUTHERLAND TICKET!



- LARD CARTONS
- SHORTENING CARTONS
- OLEO CARTONS
- BUTTER CARTONS
- BUTTER TUBS
- ICE CREAM CONTAINERS
- EGG CARTONS
- DISPLAY CARTONS
- SAUSAGE CARTONS
- TITELOK CANS
- Cellophane Window Cartons

SUTHERLAND

**PAPER COMPANY
KALAMAZOO, MICH.**

ALL KINDS—ALL SIZES

and each one has exclusive
ADELMANN features!

You can select an Adelmann Ham Boiler, in any price range, and be sure that you've got the best retainer for your money.

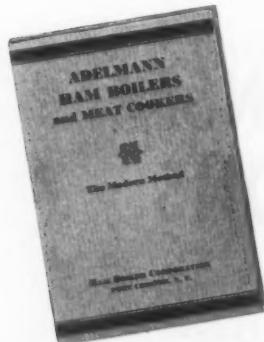
EVERY Adelmann Ham Boiler is equipped with elliptical yielding springs and self-sealing cover. Each has sturdy, easy-to-clean construction. Each is equally efficient. Adelmann Ham Boilers are made in many sizes—several shapes. Specials in Cast Aluminum made to order.

ADELMANN NIROSTA (STAINLESS) STEEL BOILERS are the finest that money can buy. Retainer body and cover each drawn from single sheets of stainless metal—no seams, no welds. Impervious to rust or corrosion. The most economical boiler you can use.

ADELMANN CAST ALUMINUM BOILERS are of alloy tested and approved by U. S. Navy to better withstand salt corrosion. Ample strength for any requirement; easy to clean design. The standard for ham boiler comparisons.

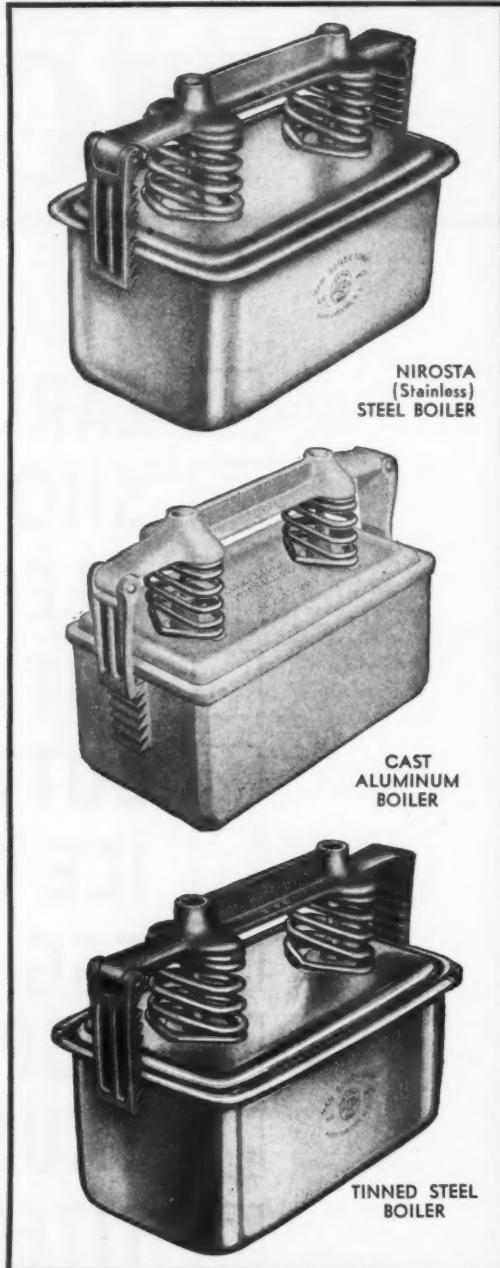
ADELMANN TINNED STEEL BOILERS have all regular Adelmann features. Drawn from sheet steel, heavily tinned. Will give long, profitable service. The most reasonably priced boiler you can buy.

ADELMANN—"The Kind Your Ham Makers Prefer"



THE MODERN METHOD

For details and specifications of Adelmann Ham Boilers and allied Meat Cooking Equipment, send for your copy of this free book. It gives operating pointers and trade-in schedules.



HAM BOILER CORPORATION

Office and Factory, Port Chester, N. Y.

CHICAGO OFFICE: 332 South Michigan Avenue

European Representatives: R. W. Bollans & Co., 6 Stanley St., Liverpool & 12 Bow Lane, London—Australian and New Zealand Representatives: Gellin & Co., Pty. Ltd., Offices in Principal Cities—Canadian Representative: C. A. Pemberton & Co., Ltd., 189 Church St., Toronto.

a Page for

PURCHASING Departments =

NEW STEEL DRUM FOR LARD

Thousands of dollars are spent in improving the quality of lard and shortening, and in manufacturing a product that embodies all of the features required to make it sell. Yet in the past this same product has usually been shipped in a light-weight container scarcely strong enough to carry this product to the user.

Now the E-Z Seal Junior, full removable head, sanitary-lined steel drum is offered as the latest development in



SAFE AND ECONOMICAL.

the container field for this type of product. It is sturdily constructed of steel and requires no crating or boxing, since it has full approval for shipment uncrated.

This drum is available with a horizontal action locking ring, which seals the cover securely in place, or with the popular lug cover. It is constructed so that it can be stacked one on top of another, firmly and securely, and is sanitary-lined to prevent contamination of any sort.

This new drum is already being used by some of the leading packers and promises to be an outstanding development in the container field.

IDENTIFYING BY BRANDING

One of the oldest means of product identification is branding. Whether product is sold bare or wrapped and packaged, it is customary to brand. Small, easily-operated branding equipment makes this possible. Formerly only cured meats were branded, but with improvement in equipment it is now possible to brand manufactured meat products and fresh meats as well.

With the more general adoption of grading of beef, veal and lamb car-

casses and desire of the packer for either his name or brand or both to appear on each retail cut of meat, demand for this method of identification has greatly increased.

Branding supplements wrapping and packaging of products. The latter act as the silent salesmen, while the former guarantees that not only the wrapping but the product itself will inform the ultimate consumer of brand and quality. Just because the packer wraps his hams or bacon in an attractively-printed parchment or transparent wrap does not mean that he does not brand the product itself before it is wrapped. The value of this has been so evident that an effort is now made to secure like results with all product.

Efficient and economical branding equipment is available, suitable for use on every processed and manufactured product from frankfurters to meat loaves, as well as for cured meats and carcasses and cuts of fresh meat. These newer marking devices make a distinct and legible mark, whether the design be simple or elaborate. It is dried by heat the instant it is applied, thus preventing smudging and smearing and providing permanent, economical identification.

For trade-marking liver sausage, bologna, salami and other sausages in natural or unprinted manufactured casings, brands in circular form are most often used. With these it is possible to mark the sausage from end to end with one quick operation, unmistakably identifying every portion of it. Flat brands, which also dry the ink instantly, are available for marking hams, bacon, butts, etc.

The fact that all products on which

brands are applied with these newer devices can be handled immediately without special care to prevent smearing has eliminated much of the objection to identifying by branding which existed heretofore.

PAPER ADVICE FOR PACKERS

Henry W. Pedersen has been added to the sales staff of the H. P. Smith Paper Co., and will call on leading packers in the interests of that company. Starting as a lad in the operating department of the Smith plant Mr. Pedersen has gained, over a period of many years, a wealth of information relating to treated papers for the packer that should prove of much practical value to buyers of packers' papers. He has been unusually active in the development of these papers; as a matter of fact, many sheets now widely employed in packing plants were developed by him.

CORK INSULATION

Cork Insulation Company, Inc. of New York announces opening of two additional branch offices as part of a program to multiply service centers. T. A. Bishell is manager of the Washington, D. C., office, 1700 Eye st. The other office just opened is in Tampa, Florida, located in the Lee Terminal, and is in charge of H. C. Bentley.

Watch the "Wanted" page for positions offered or good men available.



PERMANENT, LEGIBLE IDENTIFICATION.

Modern branding equipment for meat products dries brands instantly, making possible immediate handling without danger of smearing. Types for all kinds of processed and manufactured products, fresh cuts and carcasses are available. For many products branding provides an economical method of identification.

(Photo Everhot Mfg. Co.)

E-Z SEAL STEEL BARRELS

Help You Sell!

Your Lard and Shortening, shipped in these sturdy, Sanitary-lined Steel Barrels, makes *selling easier* and *repeat orders surer*. Bakers like to get their shortening in these practical barrels because they know there is no danger from splinters, or slivers—no shrinkage or soakage losses—no contamination—and a handy container for storing their other ingredients. The empty drums also have a high resale value.

Write for descriptive folder and prices.



E-Z SEAL, Jr.

For 100 or 110 lbs.
of Lard or Shortening



Here is a NEW DRUM that adds prestige to your finest quality Lard and Shortening—a sturdy Steel drum that REQUIRES NO CRATING OR BOXING—and a package that is certain to deliver your product as FRESH and PURE as the minute it was packed. It has a baked-on Sanitary Lining, and is available with either the horizontal-action locking lever or the popular lug-cover. The empty container is ideal for storing other ingredients—or it can be sold to the second-hand dealer.

Bakers will prefer the Shortening that comes to them in this new E-Z SEAL JR.

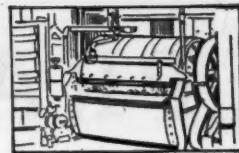
Write for prices and samples on these Modern Steel Drums—Get them working on YOUR sales staff.

WILSON & BENNETT MFG. CO. DEPT.
Three Modern Factories—CHICAGO, JERSEY CITY, NEW ORLEANS
SALES OFFICES AND WAREHOUSE STOCKS IN ALL PRINCIPAL CITIES

LARD	... 100
BELLIES	1.50
HAMS	2.25
LOINS	1.50
BUTTS	1.50

Provisions and Lard

Weekly Market Review



Market Irregular — Undertone Steady — Trade Fairly Active — Hogs Firm — Hog Run Moderate — Cash Trade Satisfactory.

M ARKET for hog products recovered somewhat the past week as a result of firmness in hogs, a satisfactory cash trade, lack of pressure of cash product and a subsequent rally in grain prices. Hog run was moderate and a feeling existed that little or no accumulation of supplies of hog products was taking place. Operations in futures market were mixed with commission houses on both sides as were packinghouse interests. However, as liquidation subsided, prices appeared to respond rather quickly to scattered absorption, as hedge pressure on the whole was light and so far heavier hog marketings have not materialized.

There was disposition to call attention to the unusual closeness of lard and live hog prices. The impression prevailed that until such time as there is more evidence of accumulation of product, the market would encounter support on the declines. Others contended that lard is reasonably priced at present levels, that meats are not too high and that as stocks of product are built up packers will have more reason for supporting the price level than at present.

Receipts of hogs at Western packing points last week totaled 263,000 head compared with 274,000 previous week and 263,600 same week last year. Average price of hogs at Chicago at the outset of the week was 10.70c compared with 10.45c the previous week, 9.10c a year ago, 4c two years ago and 3.55c three years ago. Top price at Chicago at mid-week was 10.90c compared with 10.75c the previous week. Average weight at Chicago last week was 253 lbs. compared with 250 lbs. the previous week, 239 lbs. a year ago and 233 lbs. two years ago.

Lard Prospects Good

Unseasonably cool weather over a good part of the country was expected to stimulate demand for hog products to some extent, and as a result stocks of lard and meats may show further decrease during first half of present month.

A German government decree prolonged until March 1, 1937, the reduced import duty of 40 reichsmarks per kilo on lard, which was to have expired March 31, 1936.

In lard circles unfavorable weather in cotton belt attracted more attention, in that drought conditions in Western Cotton Belt and wetness in Eastern belt

have already resulted in delayed start of new crop. Likewise steadiness in cotton oil came in for some consideration, although lard is looked upon as relatively cheap compared with compound.

Less Lard, More Meat Exported

Exports of lard during week ended March 28 were officially placed at 2,366,000 lbs. against 2,107,000 lbs. last year, making exports January 1 to March 28, this year, some 26,046,000 lbs. compared with 44,566,000 lbs. the same time last year.

Exports of hams and shoulders for week totaled 650,000 lbs. against 140,000 lbs. last year, bacon 130,000 lbs. against 263,000 lbs. and pickled pork 153,000 lbs. against 45,000 lbs.

PORK — Demand was fair at New York and market steady with mess

quoted at \$32.37½ per barrel, family \$31.37½ per barrel and fat backs \$21.25 @27.25 per barrel.

LARD—Demand was fair and market steady at New York with prime Western quoted at 11.45@11.55c; middle Western, 11.35 to 11.45c; New York City tierces, 11½c; tubs, 11%@11½c; refined Continent, 11%@11½c; South American, 11%@12c; Brazil kegs, 12%@12½c; compound in car lots, 11½c; smaller lots, 12c.

At Chicago regular lard in round lots was quoted at May price, loose lard 62½c under May, leaf lard 60c under May.

(See page 58 for later markets.)

BEEF — Demand was fair at New York and market steady with mess nominal, packer nominal, family \$18.50 @19.50 per barrel, and extra India mess nominal.

FRENCH AID LARD EXPORTS

Hoping to reduce domestic lard supplies and increase prices, France recently decided to pay a subsidy of about 4.5 cents a pound on lard exports. The rate is subject to change. Precautions have been taken to assure quality of exports by paying the subsidy only on officially certified lard.

Actual exports subsidized will depend on funds available and on domestic market. It is believed they will not exceed 2,200,000 lbs. French lard prices have been advancing recently, according to the U. S. Bureau of Agricultural Economics, with export prices declining. Total French exports of lard during 1935 totaled about 10,000,000 lbs. but 1936 exports are not expected to reach that level, even with the subsidy.

GERMAN HOGS AND LARD

Top hogs at Berlin for the week ended March 25, 1936, were quoted at \$17.70 per cwt., compared with \$17.70 the previous week and \$14.93 at the like period a year earlier. Lard in tierces at Hamburg was quoted at \$12.81 per cwt. against \$12.36 the previous week, with no quotations for last year.

CHICAGO PROVISION SHIPMENTS

Provision shipments from Chicago for the week ended April 4, 1936:

	Week Apr. 4.	Previous week	Same week '35
Cured meats, lbs...	21,894,000	16,810,000	17,068,000
Fresh meats, lbs...	43,863,000	41,044,000	33,858,000
Lard, lbs.....	2,322,000	3,390,000	3,431,000

PRAGUE POWDER

Meets B. A. I. Requirements

An All-Purpose Cure for Ham—Bacon—Sausage

A SWEET PICKLE CURE

50 gals. Water	13 $\frac{3}{4}$ lbs. Prague Powder
86 lbs. Salt	15 lbs. Sugar

A "Safe, Fast Cure"

CURING TIME

Boned Hams for Boiling—	Picnics for smoking—
7 to 10 days	10 to 14 days
Hams for smoking—	Sweet Pickle Bacon—
18 to 21 days	3 to 5 days
Picnics for boiling—	Sweet Pickle Butts—
5 to 7 days	3 to 5 days

For Dry Cure Bacon, Butts and Canadian Bacon

•
A rich, ripe flavor. The color holds
Rub meat thoroughly — pack tightly in box
Cure 6- to 8-lb. pieces 8 to 10 days
Cure 12- to 16-lb. pieces 15 to 16 days
•

Wash Lightly and Smoke

Every Packer Who Uses "PRAGUE POWDER" Praises It.

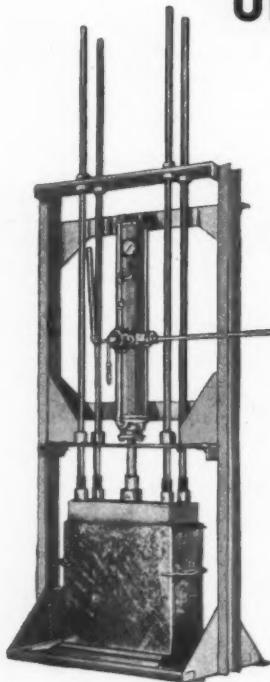
THE GRIFFITH LABORATORIES

1415 West 37th Street, Chicago, Illinois

Canadian Office and Factory at 1 Industrial St., Leaside, Toronto 12, Ontario

UNIFORMLY SQUARE BACON SLABS

*slice right down to the very end
—eliminate losses—build profits!*



BUILT TO LAST!

Note the extra heavy construction of this efficient equipment—heavy channel iron frame sturdily braced and reinforced. Like the GLOBE Bacon Forming Box, this GLOBE Bacon Press is made to give long, useful service without attention or repair.

Slicing waste is eliminated. Greater uniformity is attained. Bacon has better appearance. Permits uniform grading of all bacon, since slab can be molded to any desired width.

To obtain best results in forming bacon in GLOBE Bacon Forming Boxes, the product should be put under pressure before chilling. The easiest, quickest and most economical way to do this is with the GLOBE Bacon Press.

Operated by ordinary compressed air, may be controlled by either hand or foot lever. Equipped with all necessary safety devices. Saves time and labor. Does a better job!

Write today for full details and prices!

THE GLOBE COMPANY
Complete Equipment for Meat Packers and Sausage Manufacturers
818-28 West 36th Street, Chicago, Illinois

GLOBE BACON PRESS

Hog Cut-Out Results

Good hogs of the various averages continued to move near the top of the market the first four days of this week, and light weights showed price increases over a week earlier. Some weakness was evident in the outlet for pork meats and as a consequence cut-out values of hogs are not favorable, good heavy hogs showing particularly large losses. It is seldom that heavyweight cuts move at price levels equivalent to those for the lightweight and more demanded kinds, thus when heavy hogs sell right around the top of the market, it is difficult to avoid heavy cutting losses.

At Chicago this week, price declines were evident on hogs weighing 300 lbs. and over, bulk of better kinds weighing up to 250 lbs. selling within a price range of \$10.65@10.90 and good light hogs weighing up to 160 lbs. selling from \$10.35@10.75. Heavy kinds, weighing from 250 to 300 lbs., brought \$10.50@10.75 on the closing days of the period.

The season of the year is at hand when quality of hogs is likely to show change although so far the general run of hogs at central Western markets have been good. However, this should be kept in mind and yield tests made frequently. Considerable loss can be experienced when yields drop off and tests are not changed accordingly.

Figuring Hog Cut-Out

Hog cut-out values must be watched more closely than ever.

They not only indicate what hogs are worth to the packer in relation to product values, but they are of considerable help in showing how to cut the most out of each carcass.

Does price of lard justify cutting for the tank or favoring the various cuts?

What are relative values of hams and loins; hams and bellies; shoulders and bellies? How can cutting be done to secure the greatest yields of the higher priced cuts?

Cutting tests help to give the answer.

Watch THE NATIONAL PROVISIONER cut-out tests. Compare results with those secured in your plant. Study cutting percentages and prices at which various cuts are selling.

Adjust cutting practices to the market, and maintain close control in the cutting room. Don't permit product that should go onto higher-priced cuts to be left on lower-priced product.

Adjust methods also to eliminate expensive trimming.

In the test shown on this page, representative costs and credits for the Chicago market have been used. Both

in and out of this area these should be checked in each plant and exact applicable figures used.

ARGENTINE BY-PRODUCT TRADE

Argentina's exports of refined animal fats and cracklings increased sharply during the first 11 months of 1935 over the movement in the same period in 1934. Packinghouse by-product exports from the Argentine for the first 11 months of 1935 and 1934 were as follows:

	1933 Metric tons.	1934 Metric tons.
Animal oil	1,173	1,095
Stearine	4,980	3,229
Glycerine	528	572
Glands	286	208
Tallow, refined	15,301	22,350
Tallow, unrefined	547	947
Hog fat	6,308	2,595
Margarine and palmatine	2,111	1,230
Fat, refined	43,046	31,442
Cattle horns	834	1,059
Hair	2,793	3,001
Cracklings	13,449	8,719

SCORCHED LARD?

Do you occasionally have batches of scorched lard?" "PORK PACKING," The National Provisioner's latest book, explains just what temperatures should be used for best results. It will make your rendering foreman more efficient.

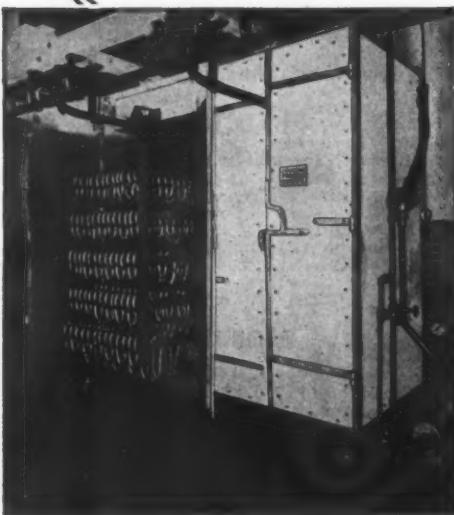
HOW SHORT FORM HOG CUTTING TEST RESULTS ARE FIGURED

(Hog prices and product values based on THE NATIONAL PROVISIONER MARKET SERVICE, cutting percentages taken from actual tests in Chicago plants.)

	180-220 lbs.			220-260 lbs.			260-300 lbs.		
	Per cent live wt.	Price per lb.	Value per cwt. alive.	Per cent live wt.	Price per lb.	Value per cwt. alive.	Per cent live wt.	Price per lb.	Value per cwt. alive.
Regular hams.....	14.00	19	\$ 2.66	13.70	18½	\$ 2.53	13.30	18½	\$ 2.41
Picnics.....	5.60	14½	.86	5.30	14	.74	5.00	13	.65
Boston butts.....	4.00	19½	.79	4.00	19½	.79	4.00	19½	.79
Loins (blade in).....	9.80	20	1.96	9.50	18½	1.73	9.00	17½	1.54
Bellies, S. P.....	11.00	19½	2.15	8.70	17½	1.54	3.50	17	.60
Bellies, D. S.....	3.00	14½	.42	9.00	14	1.26
Fat backs.....	2.00	7½	.16	4.00	8	.32	5.00	8½	.43
Plates and jowls.....	2.50	9	.23	2.50	9	.23	3.30	9	.23
Raw leaf.....	2.00	10.09	.20	2.10	10.09	.21	2.20	10.09	.22
P. S. lard, rend. wt.....	12.60	10.47	1.32	11.90	10.47	1.25	11.50	10.47	1.20
Spareribs.....	1.50	12½	.19	1.50	12%	.19	1.50	12%	.19
Trimmings.....	3.00	9	.27	2.80	9	.25	2.70	9	.24
Feet, tails, neckbones.....	2.0009	2.0009	2.0009
Offal and misc.....333333
TOTAL YIELD AND VALUE.....	70.00	\$11.21	71.00	\$10.62	72.00	\$10.18
Cost of hogs per cwt.....		\$10.84			\$10.82			\$10.64	
Condemnation loss.....		.05			.05			.05	
Handling and overhead.....		.63			.56			.53	
TOTAL COST PER CWT. ALIVE.....	\$11.52				\$11.43			\$11.22	
TOTAL VALUE.....	11.21				10.62			10.18	
Loss per cwt.....		.31			.81			1.04	
Loss per hog.....		\$.64			\$ 1.94			\$ 2.91	

Reasons for Using the JOURDAN PROCESS COOKER

1. *Saves Shrink!*



The JOURDAN Process Cooker is manufactured under the following patents: No. 1,690,449 dated Nov. 6, 1928, and No. 1,921,231 dated Aug. 8, 1933. Other Patents Pending.

No other sausage cooker or method of sausage cooking can offer you the advantages, results and profits achieved by the JOURDAN.

THERE IS A DEFINITE NEED for the JOURDAN Process Cooker in your plant — not only because of the superior product it produces, but because of the savings it gives.

Shrink savings alone will pay for the JOURDAN Cooker in the average plant. And then you consider the many other advantages of this equipment! Sausage is cooked on the rail, on the cage and on the stick *without handling*. Cooking is automatic and thorough — under complete control at all times. No overcooked or undercooked product. No burst, broken or tangled sausage. And quality is boosted tremendously! *You can't afford to do without the JOURDAN!*

You can test the JOURDAN Process Cooker without obligation by means of our free trial offer. Get the details!

JOURDAN PROCESS COOKER CO.
814-32 West 20th Street • Chicago, Illinois

EVERY SAUSAGE MANUFACTURER *needs the help of SAUSATONE!*

BETTER FLAVOR

Sausage made with SHELLABARGER Soya Flour is better in flavor. All meat juices are retained in the product. You get the full, fine flavor of the meat ingredients!

BETTER TEXTURE

Tremendous binding qualities keep the sausage fine and firm. Sausage stuffs tight, STAYS tight. No wrinkling. Better slicing.

BETTER YIELDS

Astonishing gains in yields are always obtained with SHELLABARGER Flours. Increased yields pay for the flour many times!

SHELLABARGER Soya Flours make stuffed sausage higher in quality, finer in appearance, greatly improved in keeping qualities. Properly applied, they help produce sausage that cannot be approached by ordinary methods.

Back of the SHELLABARGER name is 160 years' experience in the milling field. This reputation, plus the fact that all SHELLABARGER products for the meat packing industry are produced by an exclusive patented process, is your guarantee of quality and satisfaction.

SHELLABARGER Soya Flours have a definite logical use in all of your sausage varieties. We will gladly submit complete proof, plus generous free samples for test purposes. Write!

SHELLABARGER
Grain Products Co.
DECATUR, ILLINOIS

SAUSATONE, MEATONE,
SPECIAL X, and other specialties

PORK PRODUCTS EXPORTS

Exports of pork products from the U. S. week ended April 4, 1936:

PORK.

	Week ended April 4, 1936.	Week ended April 6, 1935.	Nov. 1, 1935 to April 4, 1936.
	bbls.	bbls.	bbls.
Total	37	928	
United Kingdom	37	110	
Continent	37	658	
West Indies	37	100	

BACON AND HAMS.

	M lbs.	M lbs.	M lbs.
Total	2,942	3,072	49,964
United Kingdom	2,918	3,070	49,770
Continent	19	27	
West Indies	5	2	155
Other countries	37	2	

LARD.

	M lbs.	M lbs.	M lbs.
Total	2,268	1,578	41,369
United Kingdom	2,043	1,395	37,798
Continent	159	60	2,569
S. Amer. and Ctr. America	66	114	141
West Indies	37	2	630
Other countries	37	2	

TOTAL EXPORTS BY PORTS.

	Pork, bbls.	Hams, M lbs.	Lard, M lbs.
New York	130	1,250	
Boston	12	119	
New Orleans	62		
W. St. John	2,120	634	
Halifax	671	203	
Total week	2,942	2,268	
Previous week	3,754	1,578	
2 weeks ago	100	2,661	1,049
Cor. week 1935	37	3,072	1,578

SUMMARY NOV. 1, 1935, TO APRIL 4, 1936.

	1935 to 1934 to De-	1936. Increase. decrease.
Pork, M. lbs...	186	245
Bacon and Hams, M. lbs...	49,964	67,685
Lard, M. lbs...	41,369	67,718
		26,349

MEAT IMPORTS AT NEW YORK

For week ended April 3, 1936:

Point of origin.	Commodity.	Amount
Argentina—S. P. bellies	5,601 lbs.	
Argentina—S. P. hams	675 lbs.	
Argentina—D. S. butts	2,295 lbs.	
Argentina—Beef extract	24,976 lbs.	
Argentina—Canned brisket beef	6,920 lbs.	
Argentina—Canned corned beef	95,400 lbs.	
Canada—Prime	18,000 lbs.	
Canada—Fresh chilled calf liver	8,310 lbs.	
Canada—Fresh chilled beef liver	4,140 lbs.	
Canada—Smoked ham	245 lbs.	
Canada—Smoked sausages	80 lbs.	
Canada—Fresh frozen beef	57,949 lbs.	
Canada—S. P. hams	9,000 lbs.	
Canada—Sausage	153 lbs.	
Czechoslovakia—Cooked sausage	1,913 lbs.	
Czechoslovakia—Cooked ham	1,433 lbs.	
Denmark—Cooked ham	15,198 lbs.	
Denmark—Liverpaste	2,108 lbs.	
England—Beef extract	1,800 lbs.	
England—Salted meat	1,575 lbs.	
England—Smoked ham	1,575 lbs.	
Estonia—Cooked shoulders	2,345 lbs.	
Estonia—Cooked ham	5,649 lbs.	
Estonia—D. S. bacon	501 lbs.	
Estonia—Salted clear bellies	699 lbs.	
Germany—Smoked ham	1,635 lbs.	
Germany—Smoked sausage	4,308 lbs.	
Holland—Smoked ham	1,375 lbs.	
Holland—Cooked ham	900 lbs.	
Hungary—Salami	2,910 lbs.	
Irish Free State—Smoked bacon	31,283 lbs.	
Irish Free State—Green hams	7,041 lbs.	
Italy—Smoked ham	31,163 lbs.	
Italy—Smoked ham	4,153 lbs.	
Italy—D. S. pork	165 lbs.	
Italy—Smoked sausages	0,834 lbs.	
Italy—Bouillon	655 lbs.	
Italy—Beef extract	141 lbs.	
Lithuania—Cooked ham	538 lbs.	
Norway—Liverpaste	3,068 lbs.	
Norway—Meat balls	265 lbs.	
Norway—Sheep sausage	666 lbs.	
Poland—Cooked ham	337,229 lbs.	
Poland—Unsmoked bacon	3,792 lbs.	
Poland—Smoked bellies	1,511 lbs.	
Poland—Luncheon meat	1,544 lbs.	
Poland—Smoked bacon	3,500 lbs.	
Poland—Smoked ham	2,146 lbs.	
Poland—Smoked pork loins	294 lbs.	
Poland—Smoked sausage	708 lbs.	
Switzerland—Soup tablets	1,340 lbs.	
Switzerland—Bouillon cubes	1,996 lbs.	
Uruguay—Canned corned beef	351,000 lbs.	
Uruguay—Canned roast beef	27,000 lbs.	

CHICAGO PROVISION MARKETS

Reported by THE NATIONAL PROVISIONER DAILY MARKET SERVICE

FUTURE PRICES

SATURDAY, APRIL 4, 1936.

Open. High. Low. Close.

LARD—

May	10.95	11.10	10.80	11.05b
July	10.90	11.00	10.87 1/2	10.97 1/2
Sept.	10.87 1/2	11.00	10.87 1/2	10.97 1/2
Oct.	10.75	10.77 1/2	10.75	10.77 1/2b

CLEAR BELLIES—

May	15.25n
-----	-------	-------	--------

MONDAY, APRIL 6, 1936.

Open. High. Low. Close.

LARD—

May	11.10	11.05	11.02 1/2	11.02 1/2ax
July	11.05	11.02 1/2	11.02 1/2	11.05b
Sept.	11.05	11.05ax	11.05b
Oct.	10.85b	10.85b

CLEAR BELLIES—

May	15.20	15.20
-----	-------	-------	-------

TUESDAY, APRIL 7, 1936.

Open. High. Low. Close.

LARD—

May	11.05	11.10	11.05	11.10b
July	11.00	11.07 1/2	11.00	11.05b
Sept.	11.00	11.10	11.00	11.05-07 1/2
Oct.	10.95	10.95b	10.95b

CLEAR BELLIES—

May	15.00	15.00ax
-----	-------	-------	---------

THURSDAY, APRIL 9, 1936.

Open. High. Low. Close.

LARD—

May	11.10	11.10	11.05	11.07 1/2ax
July	11.10	11.10	11.00	11.02 1/2b
Sept.	11.12 1/2	11.12 1/2	11.00	11.02 1/2b
Oct.	10.87 1/2b	10.87 1/2b

CLEAR BELLIES—

May	14.90	14.90ax
-----	-------	-------	---------

FRIDAY, APRIL 10, 1936.

Holiday. No market.

Key: ax, asked; b, bid; n, nominal; —, split.

CASH PRICES

Based on actual carlot trading Thursday, April 9, 1936.

REGULAR HAMS.

Green.	*S.P.
.....	20%
.....	21
.....	20 1/2%
.....	19 1/2
.....	19
.....	19 1/2
.....	18 1/2
.....	18
.....	18 1/2
.....	17 1/2
.....	17
.....	16 1/2
.....	16
.....	15 1/2

SKINNED HAMS

Green.	*S.P.
.....	20%
.....	20 1/2
.....	20
.....	19 1/2
.....	19
.....	19 1/2
.....	18 1/2
.....	18
.....	17 1/2
.....	17
.....	16 1/2
.....	16
.....	15 1/2

PICNICS.

Green.	*S.P.
.....	15
.....	14 1/2
.....	13 1/2
.....	13
.....	13 1/2
.....	13
.....	12 1/2

BELLIES.

Green.	*D.C.
.....	21 1/2
.....	22 1/2
.....	21
.....	20
.....	19 1/2
.....	19
.....	18 1/2
.....	18
.....	17 1/2
.....	17

*Quotations represent No. 1 new cure.

D. S. BELLIES.

Clear.
.....	15 1/2
.....	15
.....	14
.....	13 1/2
.....	13
.....	12 1/2
.....	12
.....	11 1/2
.....	11

D. S. FAT BACKS.

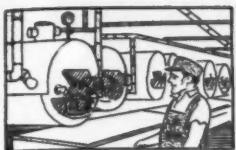
6-8
.....	8 1/2
.....	8
.....	7 1/2
.....	7
.....	6 1/2
.....	6
.....	5 1/2

OTHER D. S. MEATS.

Extra Short Clears.
.....	35-45
.....	35-45
.....	34
.....	34

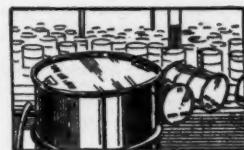
LARD.

Prime Steam



Tallows and Greases

Weekly Market Review



TALLOW — Quiet market featured tallow at New York the past week with buyers and sellers still apart. Producers' ideas were maintained at 5½c delivered or 5½c f.o.b. on extra, with some producers inclined to hold for better levels than those prevailing. Consumers refuse to come up in their ideas and more or less of a deadlocked situation continued to exist. Foreign tallow are held at a price somewhat above domestic levels and were attracting little or no attention. A weak situation existed in the Western tallow market.

According to reports current, domestic tallow production continues to run below normal while imports of inedible tallow are reported to be running lighter than heretofore. As a result of this situation, producers have been firm in their ideas.

At New York special was quoted at 5½c, extra 5½c f.o.b., and edible 6½c f.o.b. Tallow futures market at New York was moderately active the past week with sales of July at 5.75c, a decline of 10 points on the week.

At Chicago, edible was quoted at 7c, prime packers 5½c, special 5½c, and No. 1 at 5½c.

There was no London tallow auction this week. At Liverpool, Argentine frigorifico tallow, April-May, was quoted at 29s or unchanged from previous week, while Australian good mixed tallow, April-May shipment Liverpool was quoted at 26s 9d, an advance of 6d for the week.

STEARINE—An active trade and a steady market was reported in stearine at New York the past week, with sales at 7½c for oleo, while sales were reported from the West early in the week at 7½c. Offerings appeared to dry up for a time, and oleo at New York was subsequently quoted at 7½@8c, off ¼c from the previous week, while at Chicago, oleo was quoted at 7½c.

OLEO OIL—Market was quiet and steady at New York, with little or no change in prices. Extra was quoted at 10%@11c, prime 9%@10½c and lower grades 9%@10c. At Chicago, demand was weak with extra quoted at 10½c.

(See page 58 for later markets.)

LARD OIL—Demand was routine at New York this week and the market without quotable change. No. 1 barrels listed at 8¾c, No. 2 at 8½c, extra 11c, extra No. 1 at 9c, prime edible 14½c, inedible 12½c, extra winter strained 11½c.

NEATSFOOT OIL—Market was rather quiet but steady at New York

with cold test quoted at 16¾c, extra 9½c, No. 1 at 9c, pure 12¾c and special 11½c.

GREASES—Well sold up position and steady market featured greases at New York the past week with last business in yellow and house reported at 5½c. Buyers were bidding 4¾c but offerings were light and steadily held. Steadiness in tallow was a helpful feature, but in the main a lack of offerings was the stabilizing feature in greases. Reports indicate that production of all soap making materials are comparatively moderate and this has been attracting attention especially in producing circles. However, consumers appear unwilling to follow the market upwards and as a result more or less of a waiting attitude was adopted by both sides.

At New York, choice white grease was quoted at 7c, A white 5½@5½c, B white 5@5½c, yellow and house 4%@5c f.o.b.

At Chicago, demand was routine and market weak with choice white at 6½c, A white 5½c, B white 5½c, yellow 4%@5c, brown 4½@4%c.

TALLOW FUTURE TRADING

Tallow transactions at New York:

SATURDAY, APRIL 4, 1936.			
	High.	Low.	Close.
April			5.70@5.50
May			5.75@5.85
June			5.75@5.90
July			5.75@6.00
Aug.			5.75@5.95

MONDAY, APRIL 6, 1936.			
	High.	Low.	Close.
April			@5.75n
May			@5.75n
June			@5.75b
July			@5.75b
Aug.			@5.75b

TUESDAY, APRIL 7, 1936.			
	High.	Low.	Close.
April			@5.75a
May			5.65@5.90
June			@5.75b
July			@5.75b
Aug.			@5.75b

WEDNESDAY, APRIL 8, 1936.			
	High.	Low.	Close.
May			@5.65b
June			5.75@5.85
July			5.65@5.85
Aug.			@5.60b

THURSDAY, APRIL 9, 1936.			
	High.	Low.	Close.
April			@5.55a
May			5.65@5.75
June			5.65@5.85
July			5.65@5.85
Aug.			5.65@5.90

FRIDAY, APRIL 10, 1936.			
	High.	Low.	Close.
Holiday.	No Market.		

LARD AND GREASE EXPORTS

Exports of lard from New York City, April 1, 1936, to April 8, 1936, totaled 354,180 lbs.; greases, 238,000 lbs.; stearine, none.

BY-PRODUCTS MARKETS

Chicago, April 9, 1936.

Blood.

South American ground blood available for April-May shipment at \$2.50@2.60 per unit, c.i.f.

Unit
Ammonia.
\$2.80@2.90

Unground
Digester Feed Tankage Materials.

High grade digester tankage offered at \$2.80 & 10c. Last sales at quoted prices.

Unground, 10 to 12% ammonia...\$2.75@2.80 & 10c
Unground, 8 to 10% \$2.90 & 10c
Liquid stick \$2.50

Packinghouse Feeds.

Little change in market for packing-house feeds.

Carlots,
Per ton.
Digester tankage meat meal, 60%...\$ @45.00
Meat and bone scraps, 50% @45.00
Steam bone meal, 65%, special feeding, per ton @25.00
Raw bone meal for feeding @32.50

Dry Rendered Tankage.

Market quiet and offerings light. So. American product easy with high grade available at 60@62½c, c.i.f.

Hard pressed and exp. unground per unit protein \$.60@ .65n
Soft, prsd. pork, ac. grease & quality, ton @50.00
Soft prsd. beef, ac. grease & quality, ton @45.00

Fertilizer Materials.

Quoted prices Chicago basis, delivery Southeast \$3.00@3.10, April shipment.

High grd. tankage, ground, 10@12% am. \$ \$2.50 & 10c
Bone tankage, ungrd., low gd., per ton @16.00
Hoof meal @ 2.50

Gelatine and Glue Stocks.

Glue stock firm. Prices quoted per ton, f.o.b. Chicago. Pigskin scraps 5%@6c, East.

Calf trimmings \$26.00@ 27.50
Sinews, pizzles @ 21.00
Cattle jaws, skulls and knuckles @ 25.00
Hide trimmings @ 15.00
Pig skin scraps and trim, per lb. 5½@ 5½c

Horns, Bones and Hoofs.

Cattle hoof prices c.a.f. Chicago. Market quiet.

Horns, according to grade.....\$45.00@75.00
Cattle hoofs 25.00@27.50

GEO. H. JACKLE

Broker

Tankage, Blood, Bones
Cracklings, Bonemeal
Hoof and Horn Meal

Chrysler Bldg.,
405 Lexington Ave.
New York City

Junk bones 16.50@17.50
 (Note—Foregoing prices are for mixed carloads of unassorted materials indicated above.)

Animal Hair.

Contracts pending for summer hair with offerings open for last winter's production.

Summer coil and field dried.....	2 @3%
Winter coil, dried.....	3 1/2 @3 1/2%
Processed black winter, per lb.....	5 @9c
Processed, grey, winter, per lb.....	5 1/2 @7 1/2%
Cattle switches, each*.....	1 1/2 @1%

*According to count.

Bone Meals (Fertilizer Grades).

Steam bone meal continues quiet. Ground quoted Chicago, delivered.

Steam, ground, 3 & 50.....	\$17.00@18.00
Steam, unground, 3 & 50.....	16.00@16.50

EASTERN FERTILIZER MARKETS

(Special Report to The National Provisioner.)

New York, April 8, 1936.

There has been very little trading in fertilizer materials during the past week, because the weather is still very unsettled, which has prevented delivery of mixed fertilizers in volume.

Ground tankage is offered at \$2.85 and 10c, and unground sold at \$2.55 and 10c, f.o.b., local shipping points.

Dried blood sold at \$2.75 per unit, f.o.b., New York, and is being offered at this price. South American sold at \$2.50 per unit of ammonia, c.i.f., Atlantic Coast ports, and this is today's quotation.

Dry rendered tankage is easy in price with a fair amount of business being done.

FERTILIZER MATERIALS

BASIS NEW YORK DELIVERY.

Ammoniates.

Ammonium sulphate, bulk, per ton, basis ex vessel Atlantic ports:	24.00@ 25.00
Ammonium sulphate, double bags, per 100 lbs. f.o.a. New York.....	nominal
Blood dried, 16% per unit.....	@ 2.75
Fish scrap, dried, 11% ammonia, 10% B. P. L., f.o.b. fish factory.....	2.70 & 10c
Fish meal, foreign, 11 1/2% ammonia, 10% B. P. L., c.i.f.	@ 35.00
Fish scrap, acidulated, 6% ammonia, 3% A.P.A. f.o.b. fish factories	2.25 & 50c
Soda nitrate, per net ton; bulk; April to June 30.....	@ 24.50
in 200-lb. bags.....	@ 25.80
in 100-lb. bags.....	@ 26.50
Tankage, ground, 10% ammonia, 15% B. P. L. bulk.....	2.85 & 10c
Tankage, unground, 10-12% ammonia, 15% B. P. L. bulk.....	2.00 & 10c

Phosphates.

Foreign bone meal, steamed, 3 and 50 bags, per ton, c.i.f.	@ 22.75
Bone meal, raw, 4% and 50 bags, per ton, c.i.f.	@ 26.50
Superphosphate, bulk, f.o.b. Baltimore, per ton, 16% flat.....	@ 8.00

Potash Salts.

Muriate salt, 30% bulk, per ton....	@ 14.40
Kainit, 20% bulk, per ton.....	@ 11.00
Muriate in bulk, per ton.....	@ 22.50
Sulphate in bags, per ton, basis 90%	@ 23.75

Dry Rendered Tankage.

50% unground	@ 62 1/4 c
60% ground	@ 67 1/2 c

MARGARINE MATERIALS USED

Oleomargarine materials used in manufacture during February, 1936:

	Feb. 1936.	Feb. 1935.
	Ibs.	Ibs.
Ingredients of Uncolored Margarine:		
Babassue oil	974,639	600
Butter	16,960,525	17,187,775
Cocoanut oil	5,064	5,064
Corn oil	10,865,426	12,121,444
Derivative of glycerine	106,581	105,241
Lecithin	1,309	1,308
Milk	7,474,878	9,512,070
Neutral lard	284,257	491,331
Oleo oil	1,486,203	2,512,820
Oleo stearine	217,573	213,727
Palm oil	171,016	309,668
Palm kernel oil	10,214	10,214
Peanut oil	559,343	613,714
Salt	1,973,760	2,448,348
Seasame oil	6,318	6,318
Soda (benzoate of)	16,749	20,796
Soya bean oil	347,861	26,022
Vegetable oil	39,805
Total	41,409,494	45,664,669

	Range	Closing			
	Sales.	High.	Low.	Bid.	Asked.
Spot	a
Apr.	950	a nom
May	5	958	957	953	a 957
June	950	a nom
July	12	965	956	956	a trad
Aug.	950	a nom
Sept.	8	950	944	944	a 947
Oct.	1	925	925	915	a 920
Nov.	920	a nom

COTTON OIL TRADING

COTTONSEED OIL—Southeast and Valley crude quoted at 8 1/2c nominal, Texas 8 1/4c nominal.

Market transactions at New York:

Friday, April 3, 1936.

	Range	Closing			
	Sales.	High.	Low.	Bid.	Asked.
Spot	a
Apr.	960	a nom
May	3	966	965	970	a 973
June	950	a bid
July	4	973	968	972	a 975
Aug.	965	a nom
Sept.	5	960	957	960	a trad
Oct.	930	a 935
Nov.	930	a nom

Saturday, April 4, 1936.

	Range	Closing			
	Sales.	High.	Low.	Bid.	Asked.
Spot	a
Apr.	960	a nom
May	3	966	965	970	a 973
June	950	a bid
July	4	973	968	972	a 975
Aug.	965	a nom
Sept.	5	960	957	960	a trad
Oct.	930	a 935
Nov.	930	a nom

Monday, April 6, 1936.

	Range	Closing			
	Sales.	High.	Low.	Bid.	Asked.
Spot	a
Apr.	950	a nom
May	3	966	965	960	a 965
June	960	a nom
July	4	965	960	965	a trad
Aug.	960	a nom
Sept.	2	947	947	951	a 955
Oct.	923	a 929
Nov.	925	a nom

Tuesday, April 7, 1936.

	Range	Closing			
	Sales.	High.	Low.	Bid.	Asked.
Spot	a
Apr.	965	a nom
May	10	970	968	967	a 969
June	960	a 980
July	26	975	970	970	a 971
Aug.	965	a nom
Sept.	20	960	957	957	a 958
Oct.	8	930	928	928	a 930
Nov.	915	a nom

Wednesday, April 8, 1936.

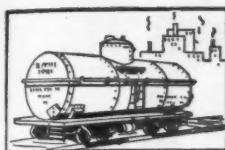
	Range	Closing			
	Sales.	High.	Low.	Bid.	Asked.
May	964	963	963	a	964
July	973	963	966	a	968
Sept.	958	955	957	a	957
Oct.	925	925	929	a	932

(See page 58 for later markets.)

HULL OIL MARKETS

(Special Cable to The National Provisioner.)

Hull, England, April 8, 1936.—Refined cottonseed oil, 27s 6d; Egyptian crude cottonseed oil, 25s.



Vegetable Oils

Weekly Market Review



Market Irregular—Undertone Steady—Trade Fairly Active—Crude Oil Steady—Lard Action Had Little Influence—Cash Oil Trade Reports Satisfactory—Weather South Unfavorable.

WITH commission house and professional operations mixed, the cotton oil futures market the past week experienced distinctly steady undertone. Compared with previous week prices were a shade better. While no particular feature characterized the buying side there was rather good absorption by refiners and others with Southern connections, while selling was scattered. Lard market at times induced some pressure on cottonseed oil.

On the whole, routine conditions prevailed with reports very satisfactory on cash oil demand, while crude markets were steady. Weather in the South was unfavorable, with continued drought conditions in the Western belt. In the East too much wetness again prevailed and created further apprehension relative to a delayed new crop start.

A tendency to reduce cotton acreage ideas from those prevailing recently attracted some attention. Latest private estimates ran from around 31,000,000 to 33,000,000 acres which is some 12 to 19 per cent over last year. However, on an acreage of 33,000,000, trade was inclined to talk of possible crop of 12,000,000 bales of cotton, and of a crush of approximately 3,000,000 bbls. of oil, which would be about 300,000 bbls. less than average normal use in this country.

Factors Influencing Oil Trade

Consequently, climatic conditions are gradually developing prime importance. Likewise, weather in the Corn Belt, will attract more attention in the immediate future.

The corn-hog feeding ratio continues favorable towards liberal feeding operations, and creates the impression of greater numbers of hogs in the country and subsequently more lard supplies. On the other hand, those leaning towards the constructive side of oil, point to the unusual closeness of lard prices and live hog values, and the fact that there has been no accumulation of lard supplies worthy of mention, with little prospect for an increase in the latter until hog slaughtering enlarges considerably, as anticipated by the Agricultural Department.

The average expectation on March oil consumption ran around 240,000 bbls., compared with 197,000 bbls.

in February and 166,000 bbls. in March last year. Incidentally predictions are already heard that April oil distribution will make a comparatively satisfactory showing. Consumption balance of season will come in for more consideration, because of its influence on size of carryover of oil at the season's end.

Washington developments came into consideration again this week, owing to move in the lower house to increase excise taxes on future importations of oils and fats. This would be particularly important, should this include foreign cottonseed oil, which ate into domestic consumption somewhat the past season or two.

Crude markets were very steady with the Southeast and Valley quoted at 8½c nominal, Texas 8¾c nominal.

COCOANUT OIL—Demand rather

moderate at New York and market about steady with producers asking 4¾c, but reports were current of resale offerings at 4½c. Copra was a little easier at 2.60c. At the Pacific coast cocoanut oil was quoted about 4¾c.

CORN OIL—Market was rather quiet at New York but steady, with crushers quoting 8¾c.

SOYA BEAN OIL—While trade was moderate at New York, market was a little firmer on the week with prices quoted at 6¾@7c.

PALM OIL—Routine interest prevailed at New York in this quarter but prices were steady with spot nigre quoted at 4¾c, shipment nigre 4¾c, 12½ per cent acid 3.90c, Sumatra spot nominal and shipment 4¼c.

PALM KERNEL—Interest was lacking at New York and market a shade easier at 4¾c.

OLIVE OIL FOOTS—Dealers reported routine business at New York but steady tone with spot foots at 8c and shipment 7¾c.

PEANUT OIL—Trade was rather restricted at New York and market slightly lower on the week, quoted at 8¾c.

SOUTHERN MARKETS

New Orleans

(Special Wire to The National Provisioner.)

New Orleans, La., April 8, 1936.—Good quantities crude sold this week at 8½c; Valley with quite a few bids unfilled a fraction lower. Offerings now light as old crop crude is nearly exhausted. Better demand for refined but below sellers views. New crop planting is badly delayed in sections east of River on account of rains and complaints of too dry weather in west. Dullness generally prevails, but better consumption of cotton oil is expected balance of this year on account of much less competition from foreign oils looked for by the trade.

Memphis

(Special Wire to The National Provisioner.)

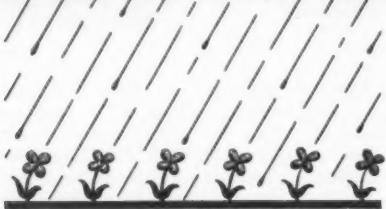
Memphis, Tenn., April 9, 1936.—Crude cotton seed oil, 8%@8½c lb., Valley; cottonseed meal, \$20.00@20.50 f.o.b. Memphis. Prompt shipment.

Dallas

(Special Wire to The National Provisioner.)

Dallas, Tex., April 9, 1936.—Forty-three per cent cottonseed cake and meal, basis, Dallas, for interstate shipment, \$23.00. Prime cottonseed oil, 8%@8¾c.

APRIL SHOWERS



bring increased sausage consumption!

The coming of spring marks an increase in sausage consumption, and a building up of sausage volume to its summer peak. The smart boys are getting ready now!

They're adding new products to their line, placing their orders for materials and supplies. And we are glad to say that a lot of them are coming to SALZMAN for their casings.

Why? Because they've found that we give them better casings, and quote money saving prices. The new type of *personalized* casing service we have originated insures prompt, intelligent attention and immediate deliveries. And we are always glad to point out new, money-making suggestions to our customers.

There are some mighty good reasons why YOU should be using SALZMAN Casings and SALZMAN Service. May we tell you about them? Write!

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SAUSAGE: Finer Tasting in Natural Casings



HALLMARK KREEMKO BRAND *Sausage Flour*



*For Better Loaves
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Reduced costs...increased yields...improved flavor and appearance. These results are assured with HALLMARK KREEMKO Sausage Flour! Juices are absorbed and held...loaves and sausages are more nutritious...better texture and slicing quality. Try HALLMARK KREEMKO Sausage Flour—the quality Sausage Flour for Quality Meat Products!

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WRITE TODAY
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CHICAGO MARKET PRICES

WHOLESALE FRESH MEATS

Carcass Beef.

	Week ended	Cor. week,	Fresh Pork, etc.
Prime native steers—	April 8, 1936.	1935.	Pork loins, 8@10 lbs. av. 20½@21 Picnics @15 @21 Skinned shoulders @16½ @17 Tenderloins @22 @36 Spare ribs @12½ @13 Back fat @11 @15 Boston butts @19 @20 Boneless butts, cellar trim, 20½@21½ Hocks @24 @22 Tail @11 @12 Neck bones @5 @6 Slip bones @13 @11 Blade bones @12½ @13 Pigs' feet @5 @5 Kidneys, per lb. @10 @10 Livers @9 @10 Brains @12 @10 Ears @6½ @5 Snouts @8 @10 Heads @9 @8 Chitterlings @5½ @5
Good native steers—			
400-600 17 @18	20½@21½		
600-800 17 @18	20½@21½		
800-1000 17 @18	20½@21½		
Medium steers—			
400-600 12 @13	16 @17½		
600-800 12½@13½	18½@20		
800-1000 13 @14	18 @19		
Calves, good, 400-600 13 @13½	17½@18½		
Cows, 400-600 9½@11½	11½@14½		
Hind quarters, choice @24	@23½		
Fore quarters, choice @14	@15½		

Beef Cuts.

Steer loins, prime.....	unquoted	unquoted
Steer loins, No. 1.....	@33	@40
Steer loins, No. 2.....	@26	@37
Steer short loins, prime.....	unquoted	unquoted
Steer short loins, No. 1.....	@47	@54
Steer short loins, No. 2.....	@33	@48
Steer loin ends (hips).....	@20	@27
Steer loin ends, No. 2.....	@19	@26
Cow loins.....	@17	@23
Cow short loins.....	@18	@27
Cow loin ends (hips).....	@14	@19
Steer ribs, prime.....	unquoted	unquoted
Steer ribs, No. 1.....	@23	@28
Steer ribs, No. 2.....	@18	@26
Cow ribs, No. 2.....	12½@13½	@18
Cow ribs, No. 3.....	11½@12½	@11
Steer rounds, prime.....	unquoted	unquoted
Steer rounds, No. 1.....	@14½	@18½
Steer rounds, No. 2.....	@14	@18½
Steer chuck, prime.....	unquoted	unquoted
Steer chuck, No. 1.....	@11½	@16½
Steer chuck, No. 2.....	@11	@16
Cow rounds.....	@13	@14½
Steer plates.....	@10	@12½
Medium plates.....	@10	@13½
Briskets, No. 1.....	@14	@12
Steer navel ends.....	@8	@10½
Cow navel ends.....	7½	@10
Fore shanks.....	7	@7
Hind shanks.....	7	@7
Strip loins, No. 1, bms.....	@45	@60
Strip loins, No. 2.....	@35	@50
Striploin butts, No. 1.....	@24	@32
Striploin butts, No. 2.....	@18	@25
Beef tenderloins, No. 1.....	@65	@75
Beef tenderloins, No. 2.....	@60	@55
Bump butts.....	13½@14½	@28
Flank steaks.....	@18	@22
Shoulder clods.....	13½@14½	@13½@14
Hanging tenderloins.....	@12	@12
Insides, green, 6@8 lbs.....	@15	@14
Outsides, green, 5@6 lbs.....	@18	@12½
Knuckles, green, 5@6 lbs.....	@14	@14

Beef Products.

Brains (per lb.).....	@7
Hearts	@9
Tongues	@18
Sweetbreads	@16
Ox-tail, per lb.	@8
Fresh tripe, plain.....	@9
Fresh tripe, H. C.	11½@12½
Livers	@18
Kidneys, per lb.	@10

Veal.

Choice carcass.....	15 @16
Good carcass.....	12 @14
Good saddles.....	14 @18
Good racks.....	12 @14
Medium racks.....	@10

Veal Products.

Brains, each.....	@9
Sweetbreads	@35
Calf livers	@35

Lamb.

Choice lambs.....	@19
Medium lambs.....	@18
Choice saddles.....	@24
Medium saddles.....	@22
Choice fore.....	@16
Medium fore.....	@14
Lamb fries, per lb.	@32
Lamb tongues, per lb.	@15
Lamb kidneys, per lb.	@20

Mutton.

Heavy sheep.....	@8
Light sheep.....	@12
Heavy saddles.....	@10
Light saddles.....	@11
Heavy foars.....	@13
Light foars.....	@6
Mutton	@5
Mutton loins.....	@17
Mutton stew.....	@10
Sheep tongues, per lb.	@7
Sheep heads, each.....	@10

FRESH PORK, etc.

Pork loins, 8@10 lbs. av. 20½@21	@21
Picnics @15	@14½
Skinned shoulders @16½	@17
Tenderloins @22	@36
Spare ribs @12½	@13
Back fat @11	@15
Boston butts @19	@20
Boneless butts, cellar trim, 20½@21½	
Hocks @24	@22
Tails @11	@12
Neck bones @5	@6
Slip bones @13	@11
Blade bones @12½	@13
Pigs' feet @5	@5
Kidneys, per lb. @10	@10
Livers @9	@10
Brains @12	@10
Ears @6½	@5
Snouts @8	@10
Heads @9	@8
Chitterlings @5½	@5

DOMESTIC SAUSAGE

(Quotations cover fancy grades.)

Pork sausage, in 1-lb. cartons.....	@25
Country style sausage, fresh in link.....	@20½
Country style sausage, fresh in bulk.....	@17½
Frankfurters in sheep casings.....	@23½
Frankfurters in hog casings.....	@21½
Bologna in beef bungs, choice.....	@16½
Bologna in beef middles, choice.....	@17½
Liver sausage in beef rounds.....	@16½
Liver sausage in hog bungs.....	@18½
Smoked liver sausage in hog bungs.....	@18½
Hard cheese.....	@17½
New England luncheon specialty.....	@23½
Minced luncheon specialty, choice.....	@19½
Tongue sausage.....	@29
Blood sausage.....	@18
Souse.....	@18
Polish sausage.....	@22½

DRY SAUSAGE

Cervelat, choice, in hog bungs.....	@38
Thuringer cervelat	@19
Farmer	@25
Holsteiner	@24
B. C. salami, choice	@34
Milano salami, choice, in hog bungs.....	@40
B. C. salami, new condition.....	@20
Friseis, choice, in hog middles.....	@30
Gordon style salami, choice.....	@43
Paprika salami	@33
Mortadella, new condition.....	@21
Capicola	@49
Italian style hams	@35
Virginia hams	@39½

SAUSAGE MATERIALS

(F. O. B. CHICAGO.)

Regular pork trimmings.....	@10½
Special lean pork trimmings.....	@18½
Pork cheek meat.....	@20
Pork hearts	7½@8
Pork livers	8½@9
Native boneless bull meat (heavy)	12½@12½
Shank meat	@11
Boneless chucka	@11½
Beef trimmings	@10½
Beef cheeks (trimmed)	@8½
Dressed canners, 350 lbs. and up.....	@9
Dressed cutter cows, 400 lbs. and up.....	@9½
Dr. bologna bulls, 600 lbs. and up.....	9¾@9½
Pork tongues, canner trim, S. P.	@12

SAUSAGE IN OIL

Small tins, 2 to crate.....	\$6.50
Frankfurt style sausage, in sheep casings— Small tins, 2 to crate.....	\$7.50
Smoked link sausage, in hog casings— Small tins, 2 to crate.....	\$6.75
Pork feet, 200-lb. bbl.....	\$18.75
Lamb tongue, short cut, 200-lb. bbl.....	45.00
Regular tripe, 200-lb. bbl.....	20.00
Honeycomb tripe, 200-lb. bbl.....	23.00
Pocket honeycomb tripe, 200-lb. bbl.....	26.00

VINEGAR PICKLED PRODUCTS

Pork feet, 200-lb. bbl.....	\$18.75
Lamb tongue, short cut, 200-lb. bbl.....	45.00
Regular tripe, 200-lb. bbl.....	20.00
Honeycomb tripe, 200-lb. bbl.....	23.00
Pocket honeycomb tripe, 200-lb. bbl.....	26.00

DRY SALT MEATS

Clear bellies, 14@16 lbs.....	@15½
Rib bellies, 25@30 lbs.....	@15
Fat backs, 10@12 lbs.....	@9½
Fat backs, 14@16 lbs.....	@9½
Regular plates	@10½
Jowl butts	@11

WHOLESALE SMOKED MEATS

Fancy reg. hams, 14@16 lbs., parchment paper.....	23%@24%
Fancy skd. hams, 14@16 lbs., parchment paper.....	25@26
Standard reg. hams, 14@16 lbs., plain.....	23@24
Picnics, 4@1 lbs., short shank, plain.....	18%@19%
Picnics, 4@1 lbs., long shank, plain.....	17%@18%
Fancy bacon, 6@8 lbs., parchment paper.....	20%@30%
Standard bacon, 6@8 lbs., plain.....	26%@27%
No. 1 beef ham sets smoked— Inside, 8@12 lbs.....	28½@29½
Outside, 5@9 lbs.....	25½@26½
Knuckles, 5@6 lbs. lbs.....	26½@27½
Cooked hams, choice, skin on, fattened.....	30½@31½
Cooked hams, choice, skin on, unsmoked.....	28
Cooked picnics, skin on, fattened.....	28
Cooked picnics, skin on, unsmoked.....	29
Cooked loin roll, smoked.....	24

LARD

Prime steam, cash, f.d. Trade.....	@\$11.10n
Prime steam, loose, f.d. Trade.....	@ 10.50n
Refined lard, tierces, f.o.b. Chgo.	@ 12
Kettle rendered, tierces, f.o.b. Chgo.	@ 12
Leaf, kettle rendered, tierces, f.o.b. Chicago.....	@ 13
Neutral, in tierces, f.o.b. Chicago.....	@ 13
Compound, veg., tierces, c.a.f.	@ 11½

OLEO OIL AND STEARINE

Extra oleo oil.....	10 @10½
Prime No. 2 oleo oil.....	9½@9½
Prime oleo stearine, edible.....	7½@7½

TALLOWS AND GREASES

Edible tallow	7 @ 7½
Prime packers tallow	5½@6
No. 1 tallow, 10% f.i.a.	4½@5
Special tallow	5 @ 5½
Choice white grease	6½@6½
A-White grease, maximum 4% acid	5½@5½
B-White grease, maximum 5% acid	5 @ 5½
Yellow grease, 10@15%	4½@5
Brown grease, 40% f.i.a.	4½@4½

ANIMAL OILS

Prime edible	@14½
Prime inedible	@13
Headlight burning oil	@13
Prime W. S.	@12½

WEST CARROLLTON

GENUINE VEGETABLE PARCHMENT

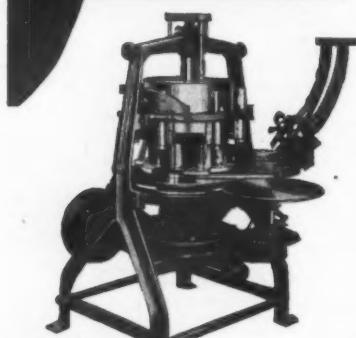
Choice meat products deserve the best in sanitary protection and attractive appearance on the counter. Two generations of buyers have learned to choose in wrappers of Genuine Vegetable Parchment. Odorless and tasteless — grease, dirt and germ proof — insoluble in water — easily unwrapped, permitting unused portions to be rewrapped — easily printed — only Genuine Vegetable Parchment offers all the essential qualities for outside wrapper, carton liner and butter wrappers. Remember — "There is no substitute."

THE WEST CARROLLTON PARCHMENT CO.

WEST CARROLLTON, OHIO

Our 40th Year Serving the Food Industry

*Some One Profits on
Your By-Products
WHY NOT YOU?*



M & S Automatic
Can Filler

Automatic, accurate, high-speed, trouble-proof. Several hundred M & S Can Fillers are now in use in packing plants.

There's a nice profit in canned meat products—hash, potted meats, sausage, soups, dog food, food for other pets, etc.

If you're not now canning these yourself, someone else is making the long profit. Why not consider a canning department of your own?

All the "wrinkles" have been taken out of this feature of a Packer's activities, and a canning department may now be profitably installed — easily and quickly.

May we send you, without obligation, complete information on equipment necessary to install your own canning plant?

Sprague-Sells Equipment for Meat Canners

Boxers	Continuous Cookers	Meat Cutters, Chop-	Steam Jacketed
Can Cleaners	& Coolers	pers & Dicers	Kettles
Can Forks	Cooling Tanks	Meat Mixers	Supplies
Can Openers	Fillers	Process Clocks	Tables
Can Testers	High Pressure	Process Control	Tanks
Can Tongue	Pumps and	Instruments	Thermometers
Canners Scales	Washers	Rotorts, Crates &	Transrill System
Capping Steels	Hoists, Circle and	Trucks	Trucks
Cells	Electric	Sewage Screens	Etc., Etc.
Conveyors	Labellers		

SPRAGUE-SELLS

Division of Food Machinery Corporation

HOPESTON, ILLINOIS

GUARANTEE OF QUALITY



The name "STANGE" or the trademark "Peacock Brand" is your guarantee of perfect satisfaction in meat packer and sausage manufacturers' specialties. Made according to tried and tested formulas, these products offer advantages that no other product can equal. To give your sausage and specialties a guarantee of quality, use these products with a guarantee of quality.

Dry Essence of Natural Spices—Individual or blended
Premier Curing Salt
Baystein
Sani Close
Peacock Brand Certified Casing Colors
Meat Branding Inks—Violet and Brown

WM. J. STANGE COMPANY

2536-40 W. Monroe St., Chicago
Western Branch, 923 E. 3rd St., Los Angeles

CURING MATERIALS

	Cwt.	Sacks.
Nitrite of soda (Chgo. w'hse. stock):		
1 to 4 bbls. delivered in Chicago.....	\$0.40	
5 or more bbls. delivered in Chicago.....	9.25	
Salt peter, 1 to 4 bbls. f.o.b. N. Y.:		
Dbl. refined granulated.....	6.25	6.15
Small crystals.....	7.25	7.15
Medium crystals.....	7.62½	7.50
Large crystals.....	8.00	7.75
Dbl. refd. gran. nitrate of soda.....	3.62½	3.25
Salt per ton, in minimum car of 80,000 less than 80,000, f.o.b. Chicago:		
Granulated.....	\$6.906	
Medium, air dried.....	6.496	
Medium, klin dried.....	10.996	
Rock.....	6.782	
Sugar:		
Raw, 96 basis, f.o.b. New Orleans.....	@3.75	
Second sugar, 90 basis.....	None	
Standard gran., f.o.b. refiners (2%).	@5.00	
Packers' curing sugar, 100 lb. bags, f.o.b. Reserve, La., less 2%.....	@4.50	
Packers' curing sugar, 250 lb. bags, f.o.b. Reserve, La., less 2%.....	@4.40	

SPICES

(Basis Chicago, original bbls., bags or bales.)		
	Whole.	Ground.
	Per lb.	Per lb.
Allspice Prime.....	16	17½
Reefited.....	16½	18
Chili Pepper, Fancy.....	24½	23½
Chili Powder, Fancy.....	23½	22
Cloves, Amboyna.....	22	26
Madagascar.....	18½	19½
Zanzibar.....	16	19
Ginger, Jamaica.....	17	19½
African.....	12½	14½
Mace, Fancy Banda.....	65	70
East India.....	60	65
E. I. & W. I. Blend.....	60	65
Mustard Flour, Fancy.....	24	24
No. 1.....	15	15
Nutmeg, Fancy Banda.....	24½	20
East India.....	18½	18
E. I. & W. I. Blend.....	23½	23
Paprika, Extra Fancy.....	22	22
Fancy.....	22	22
Hungarian.....	27½	27½
Pepina Sweet Red Pepper.....	26½	26½
Plumexio (220-lb. bbls.).....	27½	27½
Pepper, Cayenne.....	21	21
Red Pepper, No. 1.....	16	11
Pepper, Black Aleppy.....	9½	8½
Black Lampang.....	7½	8½
Black Tellicherry.....	10½	12
White Java Muntok.....	12½	14
White Singapore.....	12	13½
White Packers.....	13	13

SEEDS AND HERBS

	Ground	for	Sausage.
		Whole.	
Caraway Seed.....	11	13	
Celery Seed, French.....	22	26	
Cumin Seed.....	14	16½	
Coriander, Morocco Blanched.....	8	8	
Coriander, Morocco Natural No. 1.....	6½	8½	
Mustard Seed, Cal. Yellow.....	8½	10½	
American.....	7½	9½	
Marjoram, French.....	25	29	
Oregano.....	11	14	
Sage, Dalmatian Fancy.....	9	11	
Dalmatian No. 1, Fancy.....	8½	10½	

SAUSAGE CASINGS

(F. O. B. CHICAGO.)		
(Prices quoted to manufacturers of sausage.)		
Beef Casings:		
Domestic, rounds, 180 pack.....	18	@20
Domestic, rounds, 140 pack.....	22	@28
Export, rounds, wide.....	40	@40
Export, rounds, medium.....	25	@25
Export, rounds, narrow.....	28	@28
No. 1 weasands.....	60	@60
No. 2 weasands.....	40	@40
No. 3 weasands.....	30	@30
No. 4 weasands.....	25	@25
No. 5 weasands.....	20	@20
No. 6 weasands.....	17	@17
Middles, regular.....	30	@30
Middles, select, wide, 2@2½ in.	45	@45
Middles, select, extra wide, 2½ in. and over.....	@65	
Dried bladders:		
12-15 in. wide, flat.....	70	@70
10-12 in. wide, flat.....	60	@60
8-10 in. wide, flat.....	45	@45
6-8 in. wide, flat.....	25	@25
Hog casings:		
Narrow, per 100 yds.....	2.25	
Narrow, special, per 100 yds.....	2.10	
Medium, regular.....	1.90	
Wide, per 100 yds.....	1.50	
Extra wide, per 100 yds.....	1.25	
Export bungs.....	25	
Large prime bungs.....	18	
Medium prime bungs.....	13	
Small prime bungs.....	10	
Middles, per set.....	18	
Stomachs.....	.08	

COOPERAGE

Ash pork barrels, black hoops.....	\$1.40	@1.42½
Ash pork barrels, galv. hoops.....	1.47½	@1.50
Oak pork barrels, black hoops.....	1.80	@1.32½
Oak pork barrels, galv. hoops.....	1.37½	@1.40
White oak ham tierces.....	2.27½	@2.30
Red oak lard tierces.....	2.02½	@2.05
White oak lard tierces.....	2.12½	@2.15

NEW YORK MARKET PRICES

LIVE CATTLE

Steers, medium and good.....	\$ 8.00	@ 9.00
Steers, common.....	@ 6.50	
Cows, good.....	5.00	@ 6.00
Cows, low cutter and cutter.....	3.75	@ 5.00
Bulls.....	@ 6.50	

LIVE CALVES

Vealers, top.....	\$ @12.50	
Vealers, good.....	@ 10.75	
Vealers, medium.....	@ 9.00	
Vealers, cul and common.....	5.00	@ 8.00

LIVE HOGS

Hogs, desirable, 185-lb. avg.....	Up to \$11.00
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DRESSED BEEF

City Dressed.

Choice, native, heavy.....	18	@ 19
Choice, native, light.....	18	@ 19
Native, common to fair.....	15	@ 17
Western Dressed Beef.		
Native steers, 600@800 lbs.....	17	@ 18
Native choice yearlings, 440@600 lbs.....	16	@ 18
Good to choice heifers.....	16	@ 16
Good to choice cows.....	13	@ 15
Common to fair cows.....	10	@ 12
Fresh bologna bulls.....	12	@ 13

BEEF CUTS

Western.

City.

No. 1 ribs.....	24	@ 26
No. 2 ribs.....	21	@ 23
No. 3 ribs.....	17	@ 19
No. 1 loins.....	30	@ 32
No. 2 loins.....	26	@ 28
No. 3 loins.....	22	@ 24
No. 1 hinds and ribs.....	20	@ 22
No. 2 hinds and ribs.....	16	@ 18
No. 1 rounds.....	15	@ 16
No. 3 rounds.....	13	@ 14
No. 1 chuck.....	15	@ 16
No. 2 chuck.....	14	@ 15
No. 3 chuck.....	12	@ 13
Bolognias.....	12½	@ 13
Rolls, reg. 6@8 lbs. AVE.....	23	@ 26
Rolls, reg. 4@6 lbs. avg.....	18	@ 20
Tenderloins, 4@6 lbs. avg.....	50	@ 60
Tenderloins, 5@6 lbs. avg.....	60	@ 60
Shoulder clods.....	12	@ 14
Picnics, 6@8 lbs. avg.....	16	@ 17
Picnics, 4@6 lbs. avg.....	19	@ 20
City pickled bellies, 8@12 lbs. ave.....	22	@ 23
Bacon, boneless, Western.....	30	@ 31
Bacon, boneless, city.....	20	@ 22
Skinned hams, 12@14 lbs. avg.....	26	@ 27
Skinned hams, 10@18 lbs. avg.....	26	@ 26
Skinned hams, 18@20 lbs. avg.....	25	@ 26
Picnics, 4@6 lbs. avg.....	20	@ 21
City pickled bellies, 8@12 lbs. ave.....	22	@ 23
Bacon, boneless, Western.....	30	@ 31
Bacon, boneless, city.....	20	@ 22
Beef tongue light.....	21	@ 22
Beef tongue, heavy.....	24	@ 25

FANCY MEATS

Fresh steer tongues, untrimmed.....	14c	a pound
Fresh steers tongues, 1. c. trimmed.....	28c	a pound
Sweetbreads, beef.....	38c	a pound
Sweetbreads, veal.....	76c	a pound
Beef kidneys.....	16c	each
Mutton kidneys.....	28c	a pound
Livers, beef.....	16c	a pound
Oxtails.....	28c	a pound
Beef hanging tenders.....	16c	a pound
Lamb frie.....	10c	a pair

BUTCHERS' FAT

Shop fat.....	@2.00	per cwt.
Breast fat.....	@2.50	per cwt.
Edible suet.....	@4.25	per cwt.
Inedible suet.....	@5.00	per cwt.

GREEN CALFSKINS

5-9 9½-12½ 12½-14 14-18 18 up	ton
Prime No. 1 veals.....	20
Prime No. 2 veals.....	19
Buttermilk No. 1.....	17
Buttermilk No. 2.....	16
Branded grubby.....	10
Number 3.....	10

WEEK'S CLOSING MARKETS

THURSDAY'S CLOSINGS

Provisions

Hog products experienced some holiday evening up for over the weekend and some selling on lower grain markets, but scattered buying in lard checked the downturn, with firmness in hogs. Top hogs, Chicago, \$11.00.

Cottonseed Oil

Cottonoil was a shade easier under evening up, but sentiment was a little more bearish locally as the week closed, due to a quieter cash demand. Southeast Valley crude 8%@8½c; Texas, 8¼c.

Quotations on bleachable cottonseed oil at close of market on Thursday were: May, \$9.63@9.64; July, \$9.66@9.68; Sept., \$9.57@9.60; Oct., \$9.29@9.32. Tone steady; sale 65 lots.

Tallow

Tallow, extra, 5½c lb. f.o.b.

Stearine

Stearine, 7%@8c.

Thursday's Lard Markets

New York, April 9, 1936.—Prices are for export. Lard, prime western, \$11.50@11.60; middle western, \$11.40@11.50; city, 11@11½c; refined Continent, 11¾c; South American, 11½c; Brazil kegs, 12c; compound, 11¾c in carlots.

BRITISH PROVISION MARKETS

(Special Cable to The National Provisioner.)

Liverpool, April 10, 1936.—General provision market steady but dull; demand for hams lessening; demand for lard very poor.

Thursday's prices were: Hams, American cut, 94s; hams, long cut, 92s; Liverpool shoulders, square, none; picnics, none; short backs, unquoted; bellies, English, unquoted; Wiltshires, unquoted; Cumberrals, 72s; Canadian Wiltshires, 78s; Canadian Cumberrals, 74s; spot lard, 63s.

LIVERPOOL PROVISION PRICES

Prices of first quality product at Liverpool for the week ended March 25, 1936, with comparisons:

	Mar. 25,	Mar. 18,	Mar. 27,
	1936.	1936.	1935.
American green bellies.....	Nom.	Nom.	\$14.44
Danish Wiltshire sides.....	\$20.81	\$20.31	18.40
Canadian green sides.....	18.33	17.75	16.26
American short cut green hams.....	20.59	19.88	18.97
American refined lard.....	14.04	13.11	13.34

MEAT AND LARD EXPORTS

Exports of pork, bacon and lard through port of New York during week ended April 9, consisted of 116,310 lbs. of lard and 37,500 lbs. bacon.

WEEKLY HIDE IMPORTS

Imports of cattle hides at leading U. S. ports for week ended March 28:

Week Ending	New York.	Boston.	Phila.
Mar. 28, 1936.....	36,414
Mar. 21, 1936.....	55,608	2,528
Mar. 14, 1936.....	20,982	1,612
Mar. 7, 1936.....	54,023	1,564	2,040
Total 1936.....	471,239	42,280	37,608
Mar. 30, 1935.....	9,843	680
Mar. 23, 1935.....	21,768	5	2,015
Total 1935.....	271,057	10,106	4,614
Total so far: 1936—551,128.*	1935—285,777.*		

*Does not include imports at Norfolk.

The Trading Authority

Market prices based on actual transactions, and unbiased reports on the condition of the markets, are given each day by THE NATIONAL PROVISIONER'S DAILY MARKET SERVICE.

Market prices and transactions on provisions, lard, sausage meats, tallow, greases, etc., at Chicago are given, together with Board of Trade prices, hog market information, etc. Export markets also are covered.

This service has become the recognized trading authority and is used by packers, wholesalers, brokers and others as a basis for their prices, for settling claims, pricing inventories, etc.

THE DAILY MARKET SERVICE is mailed at the close of trading each day, and new subscribers are furnished with a handsome leather binder for filing the reports for record and comparative purposes. Telegraphic service (messages collect) is also available to subscribers at all times.

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The National Provisioner,
Old Colony Bldg., Chicago.

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City..... State.....

CHICAGO HIDE QUOTATIONS

Quotations on hides at Chicago for the week ended April 10, 1936, with comparisons, are reported as follows:

PACKER HIDES.

Week ended	Prev.	Cor. week,
Apr. 10.	week.	1935.
Spr. nat. stra.	@13½n	@13½n 11½@12m
Hvy. nat. stra.	@13	@13ax @11
Hvy. Tex. stra.	@13	@13 @11
Hvy. butt brnd'd stra.	@13	@13 @11
Hvy. Col. stra.	@12½	@12½ @10½
Ex-light Tex. stra.	@10½b	@10½ @8½
Brnd'd cows.	@10½b	@10½ @8½
Hvy. nat. cows.	11 @11½ax	11 @11½ax @9
Lt. nat. cows.	10%@11	@10% @9
Nat. bulls ..	9 @ 9½n	9 @ 9½n @8
Brnd'd bulls.	8 @ 8½n	8 @ 8½n @7
Calfskins ..	10½@23	10½@22 12 @15½
Kips, nat...	13%	@13% @10½
Kips, ov-wt...	12½	@12½ @9½
Kips, brnd'd.	10½@11	@10½ 7½@8
Slunks, reg..	@1.20	@1.20 65 @70
Slunks, hrs..	35 @40	35 @40 40 @50

Light native, butt branded and Colorado steers 1c per lb. less than heavies.

CITY AND OUTSIDE SMALL PACKERS.

Nat. all-wts.	10 @10%	10 @10%	8½@ 8½
Branded	9½@10	9½@10	8½
Nat. bulls ..	@ 8	@ 8	7 @ 7½
Brnd'd bulls.	@ 7	@ 7	6 @ 6½
Calfskins ..	18 @20	18 @19½	10 @12
Kips	12 @12½	@12	9½
Slunks, reg..	80 @1.00n	80 @1.00n	40 @50n
Slunks, hrs..	20 @25n	20 @25n	20 @30n

COUNTRY HIDES.

Hvy. steers..	8½@ 8%	8½@ 8%	5½@ 5½
Hvy. cows ..	8½@ 8%	8½@ 8%	5½@ 5½
Buffs	9 @ 9½	9 @ 9½	5½@ 6½
Extremes	10½@10%	10 @10½	7 @ 7½
Bulls	6½@ 6%	6½@ 6%	3½@ 3%
Calfskins ..	18 @13½	18 @13½	7 @ 7½
Kips	10 @10½	10 @10½	6 @ 6½
Light calf..	90 @1.00n	90 @1.00n	30 @50n
Slunks, reg..	60 @80n	60 @80n	20 @35n
Slunks, hrs..	10 @15n	10 @15n	5 @10n
Horsehides ..	3.25@3.80	3.25@3.80	2.65@3.15

SHEEPSKINS.

Pkr. lambs ..	2.10@2.30	2.10@2.35	1.60@1.80
Sml. pkr.			
lambs	1.70@1.90	1.75@1.90	1.10@1.25
Pkr. shearlings.	@1.00	@95	60 @65
Dry pelts	17 @18	18 @19	10½@11½

N. Y. HIDE FUTURE MARKETS

Saturday, Apr. 4, 1936—Close: June 11.94@12.00; Sept. 12.29 sale; Dec. 12.61@12.65; Mar. 12.91@12.94; sales 10 lots. Closing 3@5 higher.

Monday, Apr. 6, 1936—Close: June 11.92@11.95; Sept. 12.25@12.26; Dec. 12.59@12.60; Mar. 12.89b; sales 4 lots. Closing 2@4 lower.

Tuesday, Apr. 7, 1936—Close: June 11.98@12.00; Sept. 12.32 sale; Dec. 12.63@12.67; Mar. 12.93n; sales 18 lots. Closing 4@7 higher.

Wednesday, Apr. 8, 1936—Close: June 12.02 sale; Sept. 12.35@12.36; Dec. 12.69 sale; Mar. 12.99n; sales 34 lots. Closing 3@6 higher.

Thursday, Apr. 9, 1936—Close: June 11.93@11.99; Sept. 12.27@12.29; Dec. 12.58n; Mar. 12.88n; sales 20 lots. Closing 8@11 lower.

No session of exchange Good Friday, April 10, and Saturday, April 11.



Hides and Skins

Weekly Market Review

Chicago

PACKER HIDES—The passing of the winter hides was marked this week by an advance of $\frac{1}{4}$ c obtained by packers on the better quality April light native cows, while March light cows sold steady. Branded cows moved in a small way at steady price but stocks are fairly well cleaned up and $\frac{1}{4}$ c advance is asked on these. Native and branded steers sold at steady prices. Trading was somewhat scattered throughout the week, with total sales so far 75,000 hides, a fair week's business.

Most descriptions are fairly well sold up at present with the exception of native steers, which are held at some points from January forward. With branded steers kept well sold up, packers have steadily refused to accept less for the winter take-off native steers and, with additional buyers entering the market soon for the better quality spring hides suitable for their use, packers feel that the accumulation of natives will find a good outlet eventually through sole leather channels.

A total of 2,700 March native steers sold at 13c, steady price, and offered this basis. Two packers moved 7,500 Feb. to April extreme light native steers, mostly March, at 11 $\frac{1}{4}$ c, steady with a sale of a car last week.

Total of 8,000 Feb. to April butt branded steers sold at 13c, and 4,000 Colorados at 12 $\frac{1}{2}$ c, steady prices. Heavy Texas steers in light supply and 13c last paid. Total of 4,800 Mar. light Texas steers sold at 12c, steady. Extreme light Texas steers could be sold at 10 $\frac{1}{2}$ c, with 10 $\frac{1}{4}$ c asked.

Heavy native cows in moderate supply, with 11@11 $\frac{1}{4}$ c asked. One packer sold 26,000 Mar. light native cows at 10 $\frac{1}{4}$ c, steady; another packer sold 6,000 Mar. at 10 $\frac{1}{4}$ c, and 8,000 April light cows at 11c; another packer sold 1,000 Aprils, and Association 2,000 Aprils, all at 11c. Branded cows were well cleaned up last week, and only 4,500 Mar. take-off sold this week at 10 $\frac{1}{2}$ c, steady; bids of 10 $\frac{1}{4}$ c now declined, asking 10 $\frac{1}{4}$ c.

Native bulls last sold at 9c, and branded bulls at 8c; bids at these prices declined, asking $\frac{1}{2}$ c more.

OUTSIDE SMALL PACKER HIDES—Outside small packer all-weight natives running 48/50-lb. av. offered in instances at 10c, f.o.b. shipping point, with buyers' ideas 10c, delivered Chicago. Lighter average hides, 42/44-lb., quotable 10 $\frac{1}{4}$ c, f.o.b., with 10 $\frac{1}{4}$ c asked. Chicago take-off nominally 10 $\frac{1}{2}$ @10 $\frac{1}{4}$ c.

PACIFIC COAST—Nothing has been

heard from Pacific Coast market since the trading several weeks back at 11c for steers and 9c for cows, flat, f.o.b. shipping points; packers' ideas have been 9 $\frac{1}{2}$ c for cows.

FOREIGN WET SALTED HIDES—Trading rather quiet in South American market, as usual during the holiday period. A pack of 2,000 Uruguay steers sold late last week equal to 13 $\frac{1}{2}$ c, c.i.f. New York, as against 13 $\frac{1}{4}$ c paid a week earlier. Light steers were well sold up late last week, with last sales at 66 pesos or 10 $\frac{1}{2}$ c. One lot of 8,000 Argentine frigorifico steers sold early this week at 81 pesos or 13 $\frac{1}{4}$ c, as against 82 $\frac{1}{4}$ pesos or 13 $\frac{1}{2}$ c last week.

COUNTRY HIDES—Trading in the country market continues somewhat restricted. Occasional sales reported at the prevailing prices but no volume of business and tanners show very little willingness to pay advances. Holders of all-weights, on the other hand, are very firm in their ideas of value, making it difficult for dealers to operate at the prices obtainable for tanner selections. Untrimmed all-weights 47/78-lb. average quoted 8 $\frac{1}{2}$ @8 $\frac{1}{4}$ c, selected, delivered Chicago, with lighter average around 44-lb. possibly $\frac{1}{4}$ c more; trimmed usually 9@9 $\frac{1}{4}$ c. Heavy steers and cows slow at 8 $\frac{1}{2}$ @8 $\frac{1}{4}$ c, top asked. Trimmed buff weights quoted 9@9 $\frac{1}{4}$ c. Trimmed extremes sell occasionally at 10 $\frac{1}{4}$ c, although 10 $\frac{1}{2}$ c usually asked. Bulls 6 $\frac{1}{2}$ @6 $\frac{1}{4}$ c; glues 6@6 $\frac{1}{4}$ c. All-weight branded around 7 $\frac{1}{4}$ c, flat.

CALFSKINS—Market stronger, especially on light end. As previously reported, most of packers' March production moved last week at 21c for northern heavies 9 $\frac{1}{2}$ /15-lb., and 21 $\frac{1}{2}$ c for Detroit, Cleveland and Evansville; some River point heavies made 19c and one lot 19 $\frac{1}{2}$ c, and 19 $\frac{1}{2}$ c later bid and declined, asking 20c; lights under 9 $\frac{1}{2}$ -lb. sold at 22c. One packer sold 10,000 Mar.-Apr. lights under 9 $\frac{1}{2}$ -lb. this week at 23c, on a cent advance.

Chicago city calfskins, 8/10-lb., last sold at 19 $\frac{1}{2}$ c, with lowest offering now 20c and some talking higher; two cars 10/15-lb. sold this week at 18c, steady. Outside cities, 8/15-lb., quoted 8 $\frac{1}{2}$ @8 $\frac{1}{4}$ c; mixed cities and countries 16@16 $\frac{1}{2}$ c; straight countries 13@13 $\frac{1}{2}$ c, according to size of lots. Chicago city light calf and deacons \$1.40 bid and \$1.50 asked.

KIPSKINS—As previously mentioned, packers moved most of their March kip skin production last week. Most of the natives sold at 13 $\frac{1}{4}$ c for northerns and 12 $\frac{1}{2}$ c for southerns, but one packer later obtained 13 $\frac{1}{4}$ c for 3,000 March northern natives; over-

weights moved mostly at 12 $\frac{1}{4}$ c for northerns and 11 $\frac{1}{4}$ c for southerns, one small lot at $\frac{1}{2}$ c less early; one lot of branded kips sold at 10 $\frac{1}{2}$ c, another packer booked brands to tanning account, and two packers declined 10 $\frac{1}{2}$ c, asking 11c.

Chicago city kip skins last sold at 12c, with 12@12 $\frac{1}{2}$ c quoted in a nominal way. Outside cities around 12c; mixed cities and countries 10 $\frac{1}{2}$ @11c; straight countries 10@10 $\frac{1}{4}$ c.

Packer March regular slunks were sold up last week at \$1.20.

HORSEHIDES—Market about unchanged, with supplies reported fairly plentiful. Good city renderers, with full manes and tails, quoted \$3.75@3.80, f.o.b. shipping points; mixed city and country lots \$3.25@3.35, Chicago.

SHEEPSKINS—Dry pelts easy at 17@18c for full wools. Shearlings beginning to move in a good way and one packer sold three or four cars at \$1.00 for No. 1's, 75c for No. 2's, and 47 $\frac{1}{2}$ c for No. 3's or clips, production running mostly to clips; good interest reported in new production. Small packer shearlings quotable usually half-price. Pickled skins usually quoted \$5.25@5.50 per doz. big packer lamb, with Aprils reported well sold earlier at inside figure to a shade less; top of range now asked. Sheep quoted \$6.25@6.50 per doz. Packer pelts a bit slow; big packers usually quote \$2.65@2.75 per cwt. live lamb, while an independent packer sold at \$2.50 per cwt., or in a range of \$2.10@2.30 each. Outside small packer pelts range \$1.70@1.90 each.

New York

PACKER HIDES—Trading opened late last week in the New York market at steady prices, as previously reported. One packer sold 1,700 March native steers at 13c; all packers sold total of 6,500 butt brands at 13c, including a car of Feb. take-off, and 9,000 Colorados at 12 $\frac{1}{2}$ c.

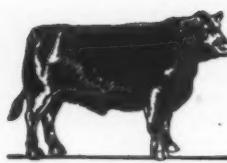
CALFSKINS—Packers obtained advances of 5@10c on calfskins, on sales of 2,000 of 5-7's at \$1.75; 7,000 of 7-9's at \$2.30; 3,000 of 9-12's at \$2.85; and 2,000 of 12/17 veal kips at \$3.10. Collectors' ideas are usually 10c over last trading prices of \$1.40 for 4-5's, \$1.60 for 5-7's, \$2.00 for 7-9's and \$2.50 for 9-12's.

CHICAGO HIDE MOVEMENT

Receipts of hides at Chicago for the week ended April 4, 1936, were 4,798,000 lbs.; previous week, 3,772,000 lbs.; same week last year, 3,868,000 lbs.; from January 1 to April 4 this year, 60,957,000 lbs.; same period a year ago, 76,944,000 lbs.

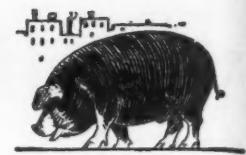
Shipments of hides from Chicago for the week ended April 4, 1936, were 4,111,000 lbs.; previous week, 3,274,000 lbs.; same week last year, 5,534,000 lbs.; from January 1 to April 4 this year, 54,014,000 lbs.; same period a year ago, 105,176,000 lbs.

Additional hide information on page 63



Live Stock Markets

Weekly Review



LIVESTOCK PRICES AT LEADING MARKETS

Livestock prices at five leading Western markets Thursday, April 9, 1936, as reported by the U. S. Bureau of Agricultural Economics:

Hogs (Soft or oily hogs, excluded). CHICAGO. E. ST. LOUIS. OMAHA. KANS. CITY. ST. PAUL.							
Lt. It. (140-180 lbs.),							
Good-choice	\$10.35@10.75	\$9.90@10.55	\$9.85@10.35	\$10.10@10.45	\$10.20@10.50		
Medium	9.85@10.35	9.60@10.40		9.90@10.25	9.50@10.20		
Lt. wt. (180-220 lbs.),							
Good-choice	10.40@10.80	10.40@10.75	10.20@10.50	10.25@10.50	10.20@10.50		
Medium	10.00@10.60	10.10@10.60		10.00@10.35	9.75@10.20		
170-200 lbs.,							
Good-choice	10.60@11.00	10.65@10.80	10.35@10.50	10.30@10.50	10.20@10.50		
Medium	10.00@10.65	10.25@10.65		10.10@10.35	9.75@10.20		
Med. wt.,							
200-220 lbs., gd-ch..	10.65@11.00	10.65@10.80	10.35@10.50	10.30@10.50	10.10@10.40		
220-250 lbs., gd-ch..	10.60@10.95	10.45@10.75	10.10@10.40	10.30@10.50	9.90@10.30		
Hvy. wt.,							
250-290 lbs., gd-ch..	10.50@10.75	10.25@10.60	9.80@10.25	10.10@10.45	9.65@10.00		
290-350 lbs., gd-ch..	10.30@10.60	10.00@10.30	9.60@ 9.80	9.75@10.10	9.40@ 9.80		
PACKING SOWS:							
275-350 lbs., good	9.50@ 9.85	9.25@ 9.50	9.35@ 9.40	9.25@ 9.50	9.25@ 9.35		
350-425 lbs., good	9.40@ 9.60	9.10@ 9.40	9.30@ 9.40	9.15@ 9.40	9.20@ 9.25		
425-550 lbs., good	9.25@ 9.50	9.00@ 9.25	9.25@ 9.35	9.00@ 9.25	9.15@ 9.25		
275-550 lbs., medium	8.75@ 9.35	8.25@ 9.25	9.00@ 9.25	8.35@ 9.25	9.15@ 9.25		
SLAUGHTER PIGS, 100-140 lbs.:							
Good-choice	9.25@10.40	8.85@10.10	9.35@10.00	9.15@10.25	10.25@10.50		
Medium	8.75@10.35	8.00@ 9.90	8.75@ 9.85	8.25@10.00			
Slaughter Cattle, Calves and Vealers:							
STEERS, 550-900 lbs.,							
Choice	9.25@10.75						
Good	8.00@10.00	7.75@ 9.25	7.75@ 9.00	7.75@ 9.00	7.50@ 9.00		
Medium	7.25@ 8.50	6.75@ 7.75	7.00@ 8.25	7.00@ 8.25	6.35@ 7.85		
Common (plain)	6.00@ 7.50	6.00@ 7.00	5.75@ 7.25	6.00@ 7.25	5.25@ 6.00		
STEERS, 900-1100 lbs.,							
Prime							
Choice	10.00@11.00						
Good	8.50@10.25	7.75@ 9.50	8.25@ 9.25	8.25@ 9.50	7.85@ 9.35		
Medium	7.50@ 8.75	7.00@ 8.00	7.25@ 8.50	7.25@ 8.50	6.80@ 8.00		
Common (plain)	6.50@ 7.50	6.00@ 7.25	6.00@ 7.25	6.00@ 7.50	5.80@ 6.75		
STEERS, 1100-1300 lbs.,							
Prime							
Choice	10.25@11.25						
Good	8.75@10.50	8.00@ 9.75	8.50@ 9.50	8.50@ 9.75	8.00@ 9.50		
Medium	7.50@ 9.00	7.25@ 8.25	7.25@ 8.50	7.50@ 8.50	6.75@ 8.00		
STEERS, 1300-1500 lb.,							
Prime							
Choice	10.50@11.25						
Good	9.00@10.50	8.25@ 9.75	8.50@ 9.50	8.50@ 9.75	7.85@ 9.50		
HEIFERS, 550-750 lbs.,							
Choice	8.25@ 9.25	8.25@ 9.00	7.75@ 8.50	7.75@ 8.50	7.65@ 8.75		
Good	7.50@ 8.25	7.50@ 8.25	7.25@ 7.75	7.00@ 7.75	7.00@ 7.90		
Common (plain), medium	6.00@ 7.50	6.00@ 7.50	5.50@ 7.25	7.00@ 7.00	5.00@ 7.25		
HEIFERS, 750-900 lbs.,							
Good-choice	7.50@ 9.25						
Common (plain), medium	6.00@ 7.50						
OWS:							
Choice							
Good	6.25@ 6.75	5.75@ 6.50	5.75@ 6.25	5.75@ 6.25	5.65@ 6.40		
Common (plain), medium	5.25@ 6.25	4.75@ 5.75	5.00@ 5.75	4.75@ 5.75	4.65@ 5.65		
Low cutters-cutters	4.00@ 5.50	3.25@ 4.75	3.75@ 5.00	3.25@ 4.75	3.35@ 4.75		
BULLS (Yearlings excluded):							
Good (beef)	6.25@ 6.75	6.35@ 6.75	5.85@ 6.50	5.75@ 6.25	5.75@ 6.25		
Cutter, common (plain), med. 5.75@ 6.40	5.00@ 6.35	4.75@ 6.00	4.50@ 5.75	4.65@ 5.90			
VEALERS:							
Good-choice	8.50@10.50	8.25@ 9.50	7.00@ 8.50	7.50@ 9.00	7.00@ 9.00		
Medium	7.00@ 8.50	6.75@ 8.25	5.50@ 7.00	5.50@ 7.50	6.00@ 7.00		
Cull-common (plain)	6.00@ 7.00	4.00@ 6.75	4.50@ 5.50	4.00@ 5.50	4.00@ 6.00		
CALVES, 250-500 lbs.,							
Good-choice	6.25@ 9.25	6.50@ 8.50	6.50@ 8.00	6.25@ 8.00	6.75@ 8.75		
Common (plain), medium	5.00@ 6.25	4.25@ 6.50	4.50@ 6.50	4.00@ 6.75	4.75@ 6.75		
Lambs and Sheep:							
LAMBS: (Wooled)							
Choice	10.60@10.85	10.50@11.00	10.00@10.65	10.00@10.60	10.15@10.60		
Good	10.35@10.75	10.25@10.60	9.25@10.00	9.50@10.00	9.75@10.25		
Medium	9.75@10.50	9.65@10.35	8.75@ 9.25	8.50@ 9.50	9.00@ 9.75		
Common	8.75@ 9.75	7.50@ 9.75	8.25@ 8.75	7.50@ 8.50	8.25@ 9.00		
LAMBS (shorn)							
Choice	8.75@ 9.15	8.75@ 9.10					
Good	8.35@ 8.85	8.25@ 8.85					
Medium	7.25@ 8.35						
Common	6.00@ 7.35						
YEARLING WETHERS (wooled),							
Good-choice	9.25@ 9.75	8.50@ 9.25	8.25@ 9.25	8.50@ 9.25	8.75@ 9.50		
Medium	8.25@ 9.25	7.50@ 8.50	7.25@ 8.25	7.50@ 8.50	7.75@ 8.75		
EWES (wooled),							
Good-choice	5.00@ 6.00	4.50@ 5.75	4.50@ 5.75	4.50@ 5.25	4.75@ 5.75		
Common-medium	3.75@ 5.00	3.50@ 4.75	3.25@ 4.50	2.75@ 4.50	3.50@ 4.75		

Spring lambs quoted at Kansas City only. Choice \$10.60@11.00; good \$10.00@10.60.

CORN BELT DIRECT TRADING

Reported by U. S. Bureau of Agricultural Economics.

Des Moines, Ia., April 9, 1936.—Hog markets at 20 concentration points and 9 packing plants in Iowa and Minnesota were fairly active and generally steady compared with week ago, with only an occasional bid 5c lower. General range of truck hogs, good to choice 180 to 220 lbs. mostly \$10.20@10.40; long hauls rather numerous to \$10.45, some \$10.50 or slightly higher. Rail deliveries quotable at \$10.65 at plants; 220- to 250-lb. butchers generally bid 5c lower than 180- to 220-lb. kinds; 250 to 290 lbs., off trucks, \$9.80@10.20; 290 to 350 lbs., \$9.50@9.95; better grade 160 to 180 lbs., \$9.85@10.20; light lights, \$9.25@9.85. Light weight sows off trucks mostly \$9.00@9.25 and \$9.45 or slightly higher off cars. Truck lots, heavy and medium weights, \$8.55@9.10.

Receipts week ended April 9, 1936:

	This week.	Last week.
Friday, April 3.....	14,200	20,100
Saturday, April 4.....	14,500	18,100
Monday, April 6.....	31,100	36,600
Tuesday, April 7.....	11,400	14,300
Wednesday, April 8.....	15,500	17,200
Thursday, April 9.....	15,300	14,300

CANADIAN LIVESTOCK PRICES

BUTCHER STEERS. Up to 1,050 lbs.

	Week ended April 2.	Last week.	Same week.
Top prices			
Toronto	\$ 6.35	\$ 6.50	\$ 7.50
Montreal	6.25	6.25	7.25
Winnipeg	5.25	5.50	7.00
Calgary	5.50	5.00	6.75
Edmonton	5.25	4.50	6.25
Prince Albert	4.00	4.25	5.50
Moose Jaw	4.50	6.00	5.50
Saskatoon	4.50	4.25	5.00

VEAL CALVES.

	Toronto	Montreal	Winnipeg	Calgary	Edmonton	Prince Albert	Moose Jaw	Saskatoon
	\$ 9.50	\$ 9.50	\$ 9.50	\$ 9.50	\$ 9.50	\$ 9.50	\$ 8.50	\$ 8.50
	7.50	7.50	7.00	6.00	6.00	6.00	6.00	6.00
	8.00	8.00	7.00	6.00	6.00	6.00	6.00	6.00
	6.00	6.00	5.00	5.00	5.00	5.00	5.00	5.00
	5.50	5.50	5.00	5.00	5.00	5.00	5.00	5.00
	5.00	5.00	4.50	4.50	4.50	4.50	4.50	4.50
	4.50	4.50	4.00	4.00	4.00	4.00	4.00	4.00

SELECT BACON HOGS.

	Toronto	Montreal	Winnipeg	Calgary	Edmonton	Prince Albert	Moose Jaw	Saskatoon
	\$ 9.40	\$ 9.25	\$ 7.00					
	8.00 ¹	8.50	8.00					
	8.40	8.00	8.00					
	7.00	7.00	7.25					
	6.50	6.50	6.50					
	7.25	7.25	7.25					
	6.00	6.75	6.75					
	6.00	6.00	6.00					

¹Spring lambs \$8.00 each.

Watch the Classified Advertisements pages for bargains in equipment.

U. S. INSPECTED HOG KILL

Kill at 8 points week ended April 3, 1936:

	Week ended April 3.	Prev. week.	Cor.
Chicago	61,171	57,737	70,432
Kansas City, Kans.	30,245	30,710	29,954
Omaha	23,732	26,614	20,100
St. Louis & East St. Louis	41,441	42,577	38,522
Sioux City	16,158	21,365	10,512
St. Joseph	9,832	11,507	13,750
St. Paul	29,363	17,341	18,622
N. Y., Newark and J. C.	38,189	42,601	33,921
Total	250,137	250,542	236,822

PACIFIC COAST LIVESTOCK

Receipts five days ended April 3, 1936:

	Cattle.	Calves.	Hogs.	Sheep.
Los Angeles	5,547	943	621	1,846
San Francisco	1,810	70	2,000	900
Portland	2,625	230	3,000	2,585
DIRECTS—Los Angeles: Cattle, 78 cars; hogs, 102 cars; sheep, 49 cars. San Francisco: Cattle, 90 head; calves 100 head; hogs, 3,050 head; sheep, 4,500 head.				

NEW YORK LIVESTOCK

Receipts week ended April 4, 1936:

	Cattle.	Calves.	Hogs.	Sheep.
Jersey City	5,177	10,248	4,580	33,180
Central Union	1,619	2,341	...	10,070
New York	378	4,454	14,576	7,852
Total	7,174	17,043	19,156	51,111
Previous week	7,436	14,374	21,507	52,000
Two weeks ago	5,067	8,039	18,892	42,003

MARCH BUFFALO LIVESTOCK

Receipts and disposition of livestock, Buffalo, N. Y., for March, 1936:

	Cattle.	Calves.	Hogs.	Sheep.
Receipts	15,054	29,752	24,035	70,999
Shipments	7,113	21,949	15,415	54,710
Local slaughter	7,968	7,620	8,076	15,794

MEAT INSPECTION CHANGES

Recent changes in federal meat inspection are reported as follows:

Meat Inspection Granted.—Rognes Packing Co., Madison, So. Dak.

Meat Inspection Withdrawn.—Canine Catering Co. of America, Inc., Oakmont, Pa.; E. M. Salisbury, 1217 Eddy st., Providence, R. I.

RECEIPTS AT CHIEF CENTERS

Week ended April 4, 1936:

	Cattle.	Hogs.	Sheep.
Week ended April 4.	121,000	290,000	246,000
Previous week	126,000	309,000	244,000
1935	129,000	291,000	238,000
1934	121,000	220,000	244,000
1933	162,000	518,000	394,000

	Cattle.	Hogs.	Sheep.
Week ended April 4.	230,000
Previous week	248,000
1935	241,000
1934	363,000
1933	412,000
1932	404,000

	Cattle.	Hogs.	Sheep.
Week ended April 4.	136,000	200,000	163,000
Previous week	142,000	212,000	154,000
1935	123,000	207,000	243,000
1934	126,000	307,000	172,000
1933	119,000	353,000	256,000
1932	123,000	340,000	239,000

ST. LOUIS HOGS IN MARCH

Receipts, weights and range of top prices for hogs at National Stock Yards, Ill., for March, 1936, with comparisons, reported by H. L. Sparks & Co.

	Mar., 1936.	Mar., 1935.
Receipts, No.	205,604	187,207
Average weight, lbs.	214	209
Top prices:		
Highest	\$11.00	\$8.85
Lowest	10.40	8.75
Average cost	10.28	8.95

Quality of hogs is running a little better. Light runs are looked for in a short time. Southern hogs have practically ceased coming.

MEAT SUPPLIES AT EASTERN MARKETS

(Reported by the U. S. Bureau of Agricultural Economics.)

WESTERN DRESSED MEATS.

	NEW YORK.	PHILA.	BOSTON.
STEERS, carcass	Week ending April 4, 1936.....	8,640½	2,213
	Week previous	7,997	2,142
	Same week year ago.....	6,589	1,531
COWS, carcass	Week ending April 4, 1936.....	1,470½	1,031
	Week previous	1,786	661
	Same week year ago.....	958	1,250
BULLS, carcass	Week ending April 4, 1936.....	102	22
	Week previous	245½	340
	Same week year ago.....	273	27
VEAL, carcass	Week ending April 4, 1936.....	15,937	1,503
	Week previous	14,731	1,845
	Same week year ago.....	13,641	1,786
LAMB, carcass	Week ending April 4, 1936.....	27,104	11,224
	Week previous	39,213	10,533
	Same week year ago.....	36,065	13,869
MUTTON, carcass	Week ending April 4, 1936.....	2,513	759
	Week previous	1,943	1,269
	Same week year ago.....	2,122	393
PORK CUTS, lbs.	Week ending April 4, 1936.....	1,735,000	330,358
	Week previous	1,522,196	294,557
	Same week year ago.....	1,489,526	367,992
BEEF CUTS, lbs.	Week ending April 4, 1936.....	346,894	...
	Week previous	327,512	...
	Same week year ago.....	488,419	...

LOCAL SLAUGHTERS.

CATTLE, head	Week ending April 4, 1936.....	10,490	2,065
	Week previous	8,126	2,352
	Same week year ago.....	7,800	2,138
CALVES, head	Week ending April 4, 1936.....	18,779	2,507
	Week previous	14,724	2,901
	Same week year ago.....	14,902	3,934
HOGS, head	Week ending April 4, 1936.....	37,890	13,967
	Week previous	42,586	17,144
	Same week year ago.....	35,488	12,274
SHEEP, head	Week ending April 4, 1936.....	63,800	4,368
	Week previous	63,088	4,150
	Same week year ago.....	58,604	5,213

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PACKERS' PURCHASES

Purchases of livestock by packers at principal centers for the week ending Saturday, April 4, 1936, as reported to THE NATIONAL PROVISIONER:

CHICAGO.

	Cattle.	Hogs.	Sheep.
Armour and Co.	5,119	3,171	6,217
Swift & Co.	3,557	1,548	7,615
Morris & Co.	1,390	—	4,450
Wilson & Co.	3,494	1,799	7,314
Anglo-Amer. Prov. Co.	492	—	—
G. H. Hammond Co.	2,152	—	—
Shippers	9,465	6,139	14,574
Others	10,480	19,225	10,565
Brennan Pkg. Co.	2,064	hogs: Western Pkg. Co., Inc., 900 hogs; Agar Pkg. Co., 3,574 hogs.	—
Total:	36,143	cattle; 9,011 calves; 32,285 hogs; 50,795 sheep.	—

Not including 917 cattle, 303 calves, 20,116 hogs and 4,290 sheep bought direct.

KANSAS CITY.

	Cattle.	Calves.	Hogs.	Sheep.
Armour and Co.	2,351	479	3,234	3,592
Cudahy Pkg. Co.	1,873	847	1,241	4,982
Morris & Co.	1,417	452	1,917	—
Swift & Co.	1,811	785	3,399	4,038
Wilson & Co.	1,735	1,032	1,673	5,373
Kreblum & Son	818	—	—	—
Independent Pkg. Co.	3,185	483	2,923	8,329
Others	—	—	—	—
Total	13,180	4,078	12,717	28,182
Not including 20,409 hogs bought direct.	—	—	—	—

OMAHA.

	Cattle.	Calves.	Hogs.	Sheep.
Armour and Co.	4,034	6,908	3,896	—
Cudahy Pkg. Co.	4,036	4,676	7,258	—
Dodd Pkg. Co.	1,073	3,235	—	—
Morris & Co.	1,167	289	1,039	—
Swift & Co.	4,091	3,078	6,172	—
Others	—	10,653	—	—
Eagle Pkg. Co.	14 cattle; Grt. Omaha Pkg. Co., 88 cattle; Geo. Hoffman Pkg. Co., 40 cattle; Lewis Pkg. Co., 604 cattle; Omaha Pkg. Co., 127 cattle; John Roth & Sons, 85 cattle; So. Omaha Pkg. Co., 56 cattle; Lincoln Pkg. Co., 425 cattle; Wilson & Co., 472 cattle.	—	—	—
Total:	16,949	cattle and calves; 29,020 hogs; 19,265 sheep.	—	—

Not including 678 hogs and 2,427 sheep bought direct.

EAST ST. LOUIS.

	Cattle.	Calves.	Hogs.	Sheep.
Armour and Co.	1,187	678	4,762	4,483
Swift & Co.	2,198	1,815	3,595	4,005
Morris & Co.	816	70	388	547
Hunter Pkg. Co.	1,518	1,517	2,663	604
Hill Pkg. Co.	—	—	1,942	—
Krey Pkg. Co.	—	—	2,494	—
Laclede Pkg. Co.	3,210	3,347	13,867	1,138
Shippers	—	—	11,608	599
Others	—	2,984	196	—
Total	11,913	8,123	42,222	11,576

ST. JOSEPH.

	Cattle.	Calves.	Hogs.	Sheep.
Swift & Co.	1,533	681	5,331	13,778
Armour and Co.	1,985	685	5,002	7,581
Others	1,008	19	1,477	3,586

	Cattle.	Calves.	Hogs.	Sheep.
Total	4,616	1,385	11,810	24,945

SIOUX CITY.

	Cattle.	Calves.	Hogs.	Sheep.
Cudahy Pkg. Co.	3,122	260	6,133	4,122
Armour and Co.	2,502	232	6,267	3,048
Swift & Co.	2,280	246	2,943	3,080
Shippers	4,012	44	3,359	800
Others	266	16	62	—

	Cattle.	Calves.	Hogs.	Sheep.
Total	12,172	798	18,764	11,050

OKLAHOMA CITY.

	Cattle.	Calves.	Hogs.	Sheep.
Armour and Co.	1,917	745	3,502	942
Wilson & Co.	1,854	1,120	3,516	791
Others	307	28	371	2

	Cattle.	Calves.	Hogs.	Sheep.
Total	4,078	1,893	7,389	1,735

Not including 34 cattle and 238 hogs bought direct.

ST. PAUL.

	Cattle.	Calves.	Hogs.	Sheep.
Armour and Co.	4,420	4,413	9,978	1,932
Cudahy Pkg. Co.	1,033	1,677	—	I
Swift & Co.	6,650	6,480	14,965	2,886
United Pkg. Co.	2,756	427	—	—
Others	1,794	320	5,885	234

	Cattle.	Calves.	Hogs.	Sheep.
Total	16,653	13,826	30,828	5,062

DENVER.

	Cattle.	Calves.	Hogs.	Sheep.
Armour and Co.	1,592	146	1,632	8,769
Swift & Co.	748	214	1,381	11,633
Others	2,229	334	1,777	13,938

	Cattle.	Calves.	Hogs.	Sheep.
Total	4,569	694	4,790	34,340

WICHITA.

	Cattle.	Calves.	Hogs.	Sheep.
Cudahy Pkg. Co.	1,035	889	2,277	3,635
Dodd Pkg. Co.	660	238	1,629	9
Wichita D. B. Co.	23	—	—	—
Dunn-Osterberg	135	—	—	—
Fred W. Dodd	117	—	326	2
Sunflower Pkg. Co.	69	—	106	—
Sowest Beef Co.	35	—	—	—
Total	2,074	1,127	4,338	3,666

Not including 1,523 hogs bought direct.

FORT WORTH.

	Cattle.	Calves.	Hogs.	Sheep.
Swift & Co.	2,757	1,099	5,602	7,448
City Pkg. Co.	225	24	228	—
Armour and Co.	2,516	928	5,162	6,970
B. Bennett Pkg. Co.	88	33	106	2
Rosenthal Pkg. Co.	86	16	14	1
Total	5,672	2,100	11,112	14,421

MILWAUKEE.

	Cattle.	Calves.	Hogs.	Sheep.
Plankinton Pkg. Co.	1,964	8,871	9,007	1,751
U. D. B. Co., N. Y.	60	—	—	—
Armour and Co., MIL.	844	4,390	—	—
N. Y. B. D. M. Co.	38	—	—	—
R. Gunz & Co.	77	46	—	—
Shipper	80	63	83	2
Others	642	706	36	85
Total	3,704	14,076	9,126	1,838

INDIANAPOLIS.

	Cattle.	Calves.	Hogs.	Sheep.
Kingan & Co.	2,035	932	3,758	2,444
Armour and Co.	1,067	394	1,701	40
Hilfinger Bros.	5	—	1,209	—
Stumpf Bros.	—	—	95	—
Schussler Pkg. Co.	34	—	107	—
Indiana Prov. Co.	48	28	112	2
Meier Pkg. Co.	98	5	182	—
Maase Hartman Co.	38	6	—	—
Art Wabnits	8	132	14,411	16
Shipper	1,708	1,759	681	—
Others	729	109	107	29
Total	5,770	3,365	21,487	3,212

CINCINNATI.

	Cattle.	Calves.	Hogs.	Sheep.
S. W. Gall & Son.	58	—	35	—
E. Kahn's Sons	536	365	5,005	102
Loehr Pkg. Co.	3	—	231	—
H. H. Meier Pkg. Co.	12	—	3,159	—
J. F. Schlaeter & Son	103	207	—	20
J. F. Stegner & Co.	21	—	2,592	—
Shipper	281	542	2,230	—
Others	1,170	774	313	116
Total	13,463	2,342	13,530	273

Not including 367 cattle, 1,205 hogs and 1,813 sheep bought direct.

RECAPITULATION.

CATTLE.

	Week ended April 4.	Prev. week.	Cor. week.
Chicago	36,143	37,479	32,674
Kansas City	13,180	13,488	15,208
Omaha	16,949	15,826	13,874
East St. Louis	11,213	12,078	12,078
St. Joseph	4,616	4,981	5,294
Sioux City	12		

SLAUGHTER REPORTS

Special reports to THE NATIONAL PROVISIONER show the number of livestock slaughtered at 16 centers for the week ended April 4, 1936.

CATTLE

	Week ended April 4.	Prev. week,	Cor. week, 1935.
Chicago	27,593	28,860	24,820
Kansas City	17,623	19,510	19,865
Omaha	15,430	17,261	13,739
East St. Louis	11,913	13,025	13,680
St. Joseph	4,616	5,325	6,519
Sioux City	8,914	10,532	8,002
Wichita	3,201	2,570	2,840
Fort Worth	5,672	5,524	—
Philadelphia	2,065	2,352	2,188
Indianapolis	2,090	2,373	1,720
New York & Jersey City	10,490	8,126	7,800
Oklahoma City	6,005	5,863	4,996
Cincinnati	2,995	3,511	3,493
Denver	4,130	6,223	4,078
St. Paul	14,859	11,952	8,886
Milwaukee	3,492	3,188	3,807
Total	140,725	143,501	126,473

HOGS

	Chicago	Kansas City	Omaha	East St. Louis	St. Joseph	Sioux City	Wichita	Fort Worth	Philadelphia	Indianapolis	New York & Jersey City	Oklahoma City	Cincinnati	Denver	St. Paul	Milwaukee	Total
Sheep.	61,171	57,737	59,596	—	—	—	—	—	—	—	—	—	—	—	—	—	—
5,819	30,245	30,710	29,054	—	—	—	—	—	—	—	—	—	—	—	—	—	—
5,509	23,732	26,614	18,650	—	—	—	—	—	—	—	—	—	—	—	—	—	—
1,133	41,441	42,577	28,444	—	—	—	—	—	—	—	—	—	—	—	—	—	—
2,982	10,364	11,507	13,674	—	—	—	—	—	—	—	—	—	—	—	—	—	—
2,131	16,158	21,365	10,777	—	—	—	—	—	—	—	—	—	—	—	—	—	—
1,000	5,861	5,326	4,369	—	—	—	—	—	—	—	—	—	—	—	—	—	—
15,574	11,112	13,163	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
15,087	13,957	17,144	12,274	—	—	—	—	—	—	—	—	—	—	—	—	—	—
23,858	5,007	5,746	7,821	—	—	—	—	—	—	—	—	—	—	—	—	—	—
11,72:	38,189	42,691	35,486	—	—	—	—	—	—	—	—	—	—	—	—	—	—
14:	7,627	9,190	6,708	—	—	—	—	—	—	—	—	—	—	—	—	—	—
935.	11,719	12,484	10,104	—	—	—	—	—	—	—	—	—	—	—	—	—	—
14,000	5,032	5,488	6,370	—	—	—	—	—	—	—	—	—	—	—	—	—	—
36,631	29,369	17,341	13,280	—	—	—	—	—	—	—	—	—	—	—	—	—	—
79,675	8,995	9,452	6,152	—	—	—	—	—	—	—	—	—	—	—	—	—	—
77,715	Total	329,979	328,535	263,661													

SHEEP.

	Chicago	Kansas City	Omaha	East St. Louis	St. Joseph	Sioux City	Wichita	Fort Worth	Philadelphia	Indianapolis	New York & Jersey City	Oklahoma City	Cincinnati	Denver	St. Paul	Milwaukee	Total
Sheep.	40,520	44,574	70,360	—	—	—	—	—	—	—	—	—	—	—	—	—	—
5,819	28,182	25,766	43,013	—	—	—	—	—	—	—	—	—	—	—	—	—	—
5,509	20,676	23,012	27,656	—	—	—	—	—	—	—	—	—	—	—	—	—	—
1,133	11,576	5,561	12,844	—	—	—	—	—	—	—	—	—	—	—	—	—	—
2,982	21,359	23,183	25,299	—	—	—	—	—	—	—	—	—	—	—	—	—	—
2,131	10,250	16,972	18,969	—	—	—	—	—	—	—	—	—	—	—	—	—	—
1,000	8,666	9,977	5,153	—	—	—	—	—	—	—	—	—	—	—	—	—	—
15,574	14,421	5,066	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
15,087	4,368	4,150	5,213	—	—	—	—	—	—	—	—	—	—	—	—	—	—
23,858	2,522	2,746	2,658	—	—	—	—	—	—	—	—	—	—	—	—	—	—
11,72:	63,860	65,068	58,694	—	—	—	—	—	—	—	—	—	—	—	—	—	—
14:	1,735	1,783	3,224	—	—	—	—	—	—	—	—	—	—	—	—	—	—
935.	2,688	5,319	1,007	—	—	—	—	—	—	—	—	—	—	—	—	—	—
14,000	4,940	6,225	7,585	—	—	—	—	—	—	—	—	—	—	—	—	—	—
36,631	4,819	5,569	5,352	—	—	—	—	—	—	—	—	—	—	—	—	—	—
79,675	1,837	943	2,081	—	—	—	—	—	—	—	—	—	—	—	—	—	—
77,715	Total	237,419	237,934	289,018													

ARGENTINE BEEF EXPORTS

Cable reports of Argentine exports of beef this week up to April 9, 1936, show exports from that country were as follows: To the United Kingdom, 49,301 quarters; to the Continent, 41,710 quarters. Exports for week ending April 3 were: To England, 181,639 quarters; Continent, 17,534 quarters.

KINDS OF LIVESTOCK KILLED

Classification of livestock slaughtered under federal inspection in the United States during February:

	Cattle	Hogs (600 omitted)	Sheep and lambs
Steers.	Cows and halfers.	Bulls and stags.	Sows.
Feb., 1936	348	367	20,108, 1,227
Jan., 1936	355	514	36,1,529, 1,883
10-yr. Feb. av.	312	297	19,1,829, 2,068
PER CENT.			
Feb., 1936	46.64	49.43	5.93 46.57 52.89
Jan., 1936	39.22	56.78	4.00 44.60 54.92
10-yr. Feb. av.	49.88	47.20	3.03 46.52 53.05
			43 94.82 5.18

HIDE STORAGE CONDITIONS

What are good storage conditions for hides? A subscriber interested in storing hides writes as follows:

Editor THE NATIONAL PROVISIONER:

Are hides ever stored for any considerable period of time? If so, do they deteriorate in quality during storage? What temperature is maintained and what humidity is necessary for good results? Please give us such information as you have on the subject.

Hide cellars are located, wherever possible, under packinghouse coolers. Temperature in some cellars, however, runs up as high as 70 degs. Fahr. or considerably above at times.

If cellar temperature is kept at 45 to 50 degs. Fahr., with a moderate amount of ventilation, and if hides are well taken off and properly salted, with pack well built up, they should keep for a year without damage. There have been instances of hides so kept for a period up to three years; when taken out of pack they appeared in good shape but there was some complaint of salt stains developing in tanning. Usually no attempt is made to control hide cellar humidity where wet salted hides are stored in packs.

Bundled hides which are placed in cold storage warehouses can be kept longer. The standard contract now in use on Commodity Exchange, Inc., at New York has a certificate life of two years. Warehouses used by the Chicago Exchange are kept at 32 to 36 degs. Fahr. The air is cold but not excessively damp; in fact, it feels rather dry, but hides still being in salt and moist keep the room humidity fairly constant. There is little ventilation in these warehouses, except for such outside air as enters when doors are opened. Hides keep soft and do not dry out.

Some New York warehouses are very modern, having temperature and humidity control, due principally to fact that they store a number of imported dry hides. These require more careful handling than wet salted hides of domestic production.

See "Classified" page for good men.

OFFICES

Detroit, Mich.
Cincinnati, Ohio
Dayton, Ohio
Omaha, Neb.
Indianapolis, Ind.
Lafayette, Ind.
Louisville, Ky.
Nashville, Tenn.
Sioux City, Iowa
Montgomery, Ala.



Oldest and Largest
BUYERS EXCLUSIVELY

KENNETT MURRAY
LAWYERS BUYERS EXCLUSIVELY



CHILI POWDER gives the flavor that increases sales

Plain salt makes an edible seasoning, it is true, but if you want the keen flavor, snap and pep that keeps consumers insisting on your brands—then add Chili Powder.

Red in color, Chili Powder lends eye appeal to your products. With enhanced appearance the initial sales come easier and recollection of its mystic flavor brings the trade back again and again.

Furthermore, the vitamin A content of cured California chili peppers is two to three times that of a good grade of dairy butter (according to the Bureau of Home Economics of the U. S. Dept. of Agriculture).

Chili Products blends, based on scientific knowledge and long experience in supplying manufacturers, give ample assurance of correct flavor.

When a private formula is contemplated, our recommendation is to use the best Chili Pepper obtainable. Any other flavoring spices (added to round out the con carne flavor) should not exceed 10% of the chili pepper weight, thus permitting the real chili flavor to predominate.

DON Garlic and Onion Powders

Progressive packers prefer garlic and onion in powder form instead of fresh stock. It gives a uniform strength, is conveniently handled without waste and helps prevent sourness. Both these powders are always obtainable from our warehouse stocks.

Also distributed by
E. W. CARLBERG CO. S. HOLST-KNUDSEN
215 Pershing Rd., Kansas City, Mo. 105 Hudson St., New York City

USED EXTENSIVELY BY I. A. M. P. MEMBERS

Chili Powders

K Special N.S.
Tey. Mexican:
No. 1 Mexican:

Chili Peppers

S.S. C.S.
Tey. Mexican:
No. 1 Mexican:

CHILI PRODUCTS CORPORATION LTD.

1841 EAST 50TH STREET
LOS ANGELES, CALIF.

Chicago, Ill., 100 E. Illinois St.

STANDARDIZED QUALITY

When You Need Sausage Seasonings REMEMBER **MAYER**

for finer flavor, better
product, more sales and
greater profit. Get the
complete details today!

•
H. J. MAYER & SONS CO.

6819-27 S. Ashland Ave., Chicago, Ill.

MAKERS of FINE SAUSAGE SEASONING
and NEVERFAIL, The Perfect Cure

Canadian Office, Windsor, Ontario

All-Around ECONOMY



That's what REDRAH Stockinettes offer to you! You make substantial savings in original cost. Central location cuts freight rates. You make savings by reducing shrink in processed meats. Fresh meats are protected against contamination and loss from bruises.

Try REDRAH Stockinettes
for All-Around ECONOMY!

Samples gladly sent!

STOCKINETTES

for
HAMS BEEF LAMBS
SHEEP FRANKS

Complete stock of tubing in rolls

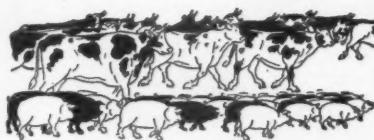


VALATIE MILLS TRENTON MILLS
CORP. INC.

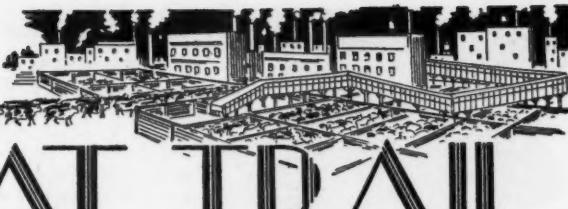
Valatie, New York

Trenton, Tenn.

Up and down the



MEAT TRAIL



Meat Packing 40 Years Ago

(From The National Provisioner, April 11, 1896.)

Serbia shipped large quantities of hogs to Germany at a very low rate, thus depressing the market for American pork cuts.

F. A. Ferris & Co. were first packers in this country to use burlap for canning meat. They trade-marked use of the stripe in burlap and prevented use of this idea in any color or produced in any way by competitors.

Frick Co., Waynesboro, Pa., installed refrigeration plant for Parker, Webb & Co., Detroit. It also installed ice machines in plants of Wm. Focke & Sons Co., Dayton, O., and Geo. Hausman & Sons, Philadelphia.

Sturtevant & Haley, Boston, Mass., installed a complete oleo factory.

On January 10, 1896, Cudahy Packing Co., South Omaha, Neb., gave this testimonial to THE NATIONAL PROVISIONER: "We have been a regular customer of THE NATIONAL PROVISIONER for some years, and desire to commend it to the public as being one of the best advocates of the provision business. We take pleasure in saying a good word for it, as the paper will merit all that we have said."

Meat Packing 25 Years Ago

(From The National Provisioner, April 15, 1911.)

Pennsylvania passed a law forbidding use of cereal in sausage, but permitting addition of water equal to that contained in the meats from which the sausage is made. Use of preservatives or coloring matter also prohibited.

Arthur F. Evans, attorney for Swift & Company, died in Washington, D. C., where he had gone to see his brother sworn in as a member of Congress.

August Luer, Luer Packing Co., purchased plant of Illinois Packing Co., Alton, Ill., including equipment.

Oscar F. Mayer, well-known Chicago packer, was in New York resting after his strenuous efforts in electing Carter Harrison as mayor of Chicago.

Knauss Bros., Poughkeepsie, N. Y., packers, boasted of an ice machine they operated for 10 years without repairs.

Watch the "Wanted" page for positions offered or positions wanted.

Chicago News of Today

Purchases of livestock at Chicago by principal packers for the first four days of this week totaled 21,851 cattle, 5,252 calves, 23,998 hogs and 27,770 sheep.

Frank Kohrs, president, Kohrs Packing Co., Davenport, Ia., was a visitor in Chicago this week.

Walter Frank, president, Frank & Co., Milwaukee, Wis., was in Chicago this week.

Karl Weisel, jr., president, Weisel & Co., sausage manufacturers of Milwaukee, Wis., was a Chicago visitor recently.

Herbert J. Altheimer, for many years associated with the casings industry, has recently joined the staff of the Independent Casing Co. in a sales capacity. He is well known throughout the meat and sausage field as a casings expert and his friends will be glad to know of his new connection.

O. F. Benz, director of sales, DuPont Cellophane Co., was a visitor to Chicago this week. Mr. Benz is genuinely interested in better meat merchandising and is directing the activities of his nation-wide organization in this direction.

E. A. Schenck, president, Columbus Packing Co., Columbus, O., spent several days in Chicago this week. His company is developing much new merchandising activity to make both dealer and consumer conscious of "Capitol Brand" products.

John J. Dupps, jr., president, the John J. Dupps Co., Cincinnati, O., was a Chicago visitor this week.

L. J. Menges, president, Menges-Mange, Inc., St. Louis, was a Chicago visitor this week. His company is actively engaged in designing and constructing a number of meat plants throughout the country, and he reports packer interest in modernization at a high point.

J. P. Bayly, cattle raiser and meat processor, and A. Barker, publisher and mayor of the city of Suva, were visitors at the office of THE NATIONAL PROVISIONER this week, all the way from the Fiji Islands. Most Americans associate this far-away spot in the South Seas with ancient stories of cannibalism. But Mr. Bayly is breeding a fine grade of Red Polled cattle in the islands, and reports a growing demand for quality beef, not only from

foreign residents, but also among natives whose ancestors once fed on human flesh.

The spring bowling and card party of Hide and Leather Association of Chicago held at Medinah Athletic Club, Monday evening, April 6, was voted a big success. George Elliott, president of the association, presided at the dinner in his inimitable fashion, and announced the appointment of committees to make arrangements for the north side and south side golf outings to be held during the summer.

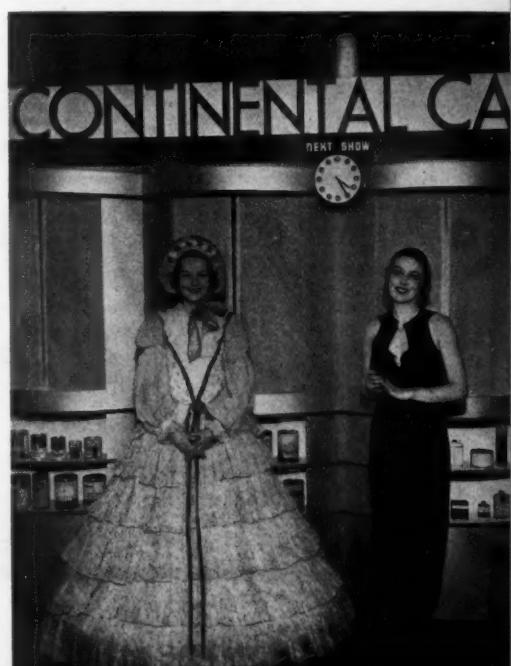
New York News Notes

G. H. Garrity, office manager, Cudahy Packing Co., West 34th st., New York branch, has been transferred to the sales department of the Bridgeport, Conn., branch, and D. C. Thompson, formerly located at the Williamsburg branch, has been appointed office manager to succeed Mr. Garrity.

Visitors to New York last week included vice president R. F. Eagle; Leo

OLD AND NEW IN GIRLS AND PACKAGES.

Striking comparison between old and new styles of container design—both for cans and girls—in exhibit of Continental Can Co. at recent Packaging Show in New York.



C. D. Plates and C. D. Cut-More Knives for Superior Service



The O. K. Knife with changeable Double Edged blades, for twenty years a standard equipment with all the large packers and most of the leading sausagemakers in the country now have proved their superiority. The New C. D. Cut-more changeable blades fit in all O. K. Holders. The C. D. Cut-more solid knives are guaranteed to outlast any other make or style of knives.

the O. K. and C. D. CUT-MORE BLADES and C. D. ANGLE-HOLE REVERSIBLE PLATES.

The Specialty Mfrs. Sales Co., 2021 Grace St., Chicago, Ill.



MAPLEINE Makes Ham Loaf Better

HERE is an ideal flavor tonic for ham. Mapleine brings out the genuine flavor and sweetness of ham. It will not "cover up" the rich, natural flavors.

CRESCENT MANUFACTURING COMPANY
130PR North Wells Street, Chicago, Illinois
654PR Dearborn Street, Seattle, Washington

MAPLEINE

★
PERMANENT
PROFITS
IF
YOUR
PRODUCT
IS A
TABLE
Favorite
★



STOCKINETTE



BAGS and TUBING for
Beef — Lamb — Ham — Sheep
Pigs—Cuts—Calves—Franks, Etc.
DESIGNED BY BAG MAKERS
WITH PACKINGHOUSE EXPERIENCE

E.S.HALSTED & CO., Inc.
64 PEARL ST., NEW YORK CITY
Joseph Wahlman, Dept. Mgr.
(Formerly with Armour & Company)

Makers of Quality Bags Since 1876

F. C. ROGERS, INC.

NINTH AND NOBLE STREETS
PHILADELPHIA

BROKER PACKINGHOUSE PRODUCTS

HARRY K. LAX, General Manager

Member of New York Produce Exchange
and Philadelphia Commercial Exchange

Why

You Should Use **SWIFT'S** **ATLAS GELATIN**

• PURE

Meets all state and federal pure food regulations.

• HIGH TEST

... Because of this high jelly strength, it is economical to use.

• TASTELESS

So that the true meat flavor is not obscured.

• TRANSPARENT

so the meats can look their very best.

SWIFT & COMPANY General Offices: CHICAGO

Bartenstein, construction department, and Charles Simmons, poultry department, Wilson & Co., Chicago.

H. B. Van Name, pork department, Wilson & Co., New York, is vacationing at Buck Hill Falls, Pa.

C. R. Elerding, produce department, Armour and Company, Chicago, was a visitor to New York last week. Other visitors from Armour and Company, Chicago, were F. L. Faulkner, automotive department, and Oscar Anderson, engineering division, who spent some time at the plant of the New York Butchers Dressed Meat Co.

L. R. Vear, hotel department, Swift & Company, Chicago, was in New York last week.

Meat, fish and poultry seized and destroyed by the health department of the city of New York during the week ended April 4, 1936, were as follows: Meat—Brooklyn, 50 lbs.; Manhattan, 2,018 lbs.; Bronx, 10 lbs.; Queens, 55 lbs.; total, 2,183 lbs. Fish—Brooklyn, 3 lbs. Poultry—Brooklyn, 6 lbs.

Countrywide News Notes

Geo. A. Hormel & Co. is now servicing Greensboro, N. C., and surrounding territory by refrigerated trucks from district headquarters at Charlotte, as part of an expansion program.

Meat smoking plant of Albert Kershner, Seipstown, Pa., has been destroyed by fire.

Most of the contents of the Charles W. Sheaffer abattoir, Shiremanstown, Pa., were saved in a recent fire which swept the building.

A new meat packing and cold storage plant has been opened at Kennewick, Wash., by Bailey & Wilson.

L. B. Darling Co., sausage manufacturers, Worcester, Mass., has been sold to M. Jacobson & Sons trust, to be known as L. B. Darling Co., Inc.

William Andrew ("Bill") Eyler is now connected with Sayer & Co., Inc., as selling representative covering the Southern territory of the United States. Mr. Eyler, who lives in Savannah, Ga., was associated with the Brecht Corporation for more than thirty years, and during that time built up a very wide acquaintance in the field.

Albert Lewis, former vice president of Frank M. Firor, Inc., New York, has been elected vice president of the Colonial Provision Co., Boston, Mass., having acquired an interest in that aggressive Boston organization.

R. M. Owthwaite, manager, John Morrell & Co., Topeka, Kas., has been elected president of the Topeka Chamber of Commerce. The Morrell idea is that its executives should be interested in civic affairs in their territories, giving of their time and effort to the welfare of the community as well as the interests of their own concern. Mr. Owthwaite is known to his friends in the industry as a "go-getter," and it



PACKER'S PRODUCTS LAND JOB IN MOVIES.

Eggs, butter, bacon and shortening of Swift & Company did some good atmospheric acting in grocery store scenes in "Small Town Girl," recent Hollywood production. Actresses Janet Gaynor and Isabell Jewell, actors Robert Taylor and Andy Devine, director William Wellman and Tom Devine, manager, produce department, Swift & Company, Los Angeles, seem pretty exuberant over their finds.

is predicted that his term of office as leader of Topeka's business interests will be a success. Before going to Topeka in 1931 he had charge of the produce department at Ottumwa, and also had been Morrell manager at Utica and Syracuse, N. Y., and Philadelphia.

Schmidt Beef Packing Co., Columbus, O., has been granted a charter. Principals are George L. Schmidt, Bruce Culp and J. Fred Schmidt.

Contracts for an addition to its refinery building at Memphis, Tenn., have been let by the Cudahy Packing Co. Building will be of brick and steel, one story high.

Armour and Company has begun construction of a \$4,000 hog-buying and concentration yard at Lubbock, Tex.

Three employees of the Ottumwa plant of John Morrell & Co., who have just become eligible for the 25-year silver service button awarded by the Institute of American Meat Packers—and who spent the entire 25 years in Morrell employ—are Earl S. Daggett and Albin G. Anderson, general office, and Elmer O. Stump, ice department. This raises the total number of men employed in the Ottumwa plant pos-

sessing 25-year buttons to 174. In addition there are in the Ottumwa plant in active service 8 men who have been awarded their buttons for 50 years of service.

A PIG'S TALE

(From The National Provisioner, Jan. 11, 1896.)

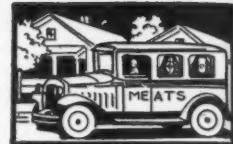
If you would learn how pigs are killed,
You've only to inquire
At the celebrated packing house
Of famous John P. Squire.
Just take a ride to Cambridge,
And see how quick and neat
They turn poor little piggy
Into good and wholesome meat.

When they kill the little piggy
With his squeal, squeal, squeal,
They cannot turn his body
Into mutton, beef or veal;
So they make him into sausage,
Into pork and ham and bacon,
With many other useful things
For which the pig is taken.

Now, every part and parcel
Of this little pig, I'm told,
Is for some useful purpose
Converted into gold.
There's just one thing they cannot sell,
Between his head and heels,
They can not turn to dollars
Poor little piggy's squeals.



For the Retail Meat Dealer



Cut MEAT to Fit

Think in Pieces, Not in Pounds
and Please the Customer

By GEORGE P. DENNIS

PEOPLE eat meat by the piece—not by the ounce or pound.

Two or three medium-sized pieces of meat on the dealer's scale impress the housewife as a bigger bargain than one large piece of the same weight, especially if she has two or three extra mouths to feed. One large piece may fit the budget, but the quantity seems too small. Two or three pieces strike the balance between her budget and her needs.

Half-pound sliced bacon in a transparent wrapper sells without much

carefully-cut meat which he could serve at a profit.

In a town of 2,500, one restaurant bought about \$500 worth of meat monthly. The business was shared by two markets—until one of them set out to cut meat so as to make it easy for the restaurant cook to prepare and serve it. All steaks and chops were cut in uniform sizes, and roasts were boned small enough so that cooking time was cut to a minimum. The dealer who cut meat to fit the restaurant's needs soon captured all its trade.

Cutting meat to fit the customer's needs is one way of getting her mind off price. The quantity of meat she purchases may be limited by price, but the expert meat merchandiser can usually work out some way of satisfying her meat needs at the price she wants to pay.

conclusion that all the chops were costing her 9 cents, said that she would not pay 9 cents for a pork chop and left the store.

Careless cutting had lost a customer.

If the meat dealer pays more attention to the way his cutting is done and less to his price-cutting competitor; gives more for the money—not in pounds, but in slices—he will always have plenty of satisfied customers and satisfactory profits.

EDITOR'S NOTE.—This is the second of two articles on selling meats to fit the customer's needs. The first appeared in THE NATIONAL PROVISIONER of March 14, 1936.

HOME CARE OF MEAT

By telling customers how to handle and store meat purchases after they get them home, the retailer may insure himself against dissatisfaction that might arise through the housewife undoing his own careful guarding of the product's tenderness and freshness. Following suggestions on care of meat in the home were developed by the National Live Stock and Meat Board:

When fresh meat is received it should immediately be unwrapped and wiped or scraped but never washed off. Meat is then placed on a clean plate, uncovered or lightly covered. It is put in coldest part of refrigerator. Meat is left uncovered to allow a little drying of surface which retards bacterial growth.

If meat is stored in an ice box it should be kept in the coldest part of the box but never directly against ice. Growth of micro-organisms would be encouraged by dampness from direct contact with ice.

Length of time meat will keep under household refrigeration depends on temperature of storage, condition of meat when purchased and character of meat itself. Steaks and chops will not keep so long as a roast. A roast with good fat covering will keep longer than a poorly finished one. Chopped meat is more susceptible to spoilage than meat in the piece. Meat specialties spoil more quickly than other cuts.

Curing process renders lean tissues of meat less susceptible to bacterial action but molds will grow on the surface. To prevent growth of mold and rancidity, cured meat should be stored in a dark, cold place. Bacon will keep best at temperatures from 50 to 60 degs. Fahr. When preparing bacon, only quantity to be used should be taken from the refrigerator. If the package is allowed to stand at room temperature, moisture will condense on it and lessen its keeping qualities.



CUSTOMER SEES PIECES—NOT POUNDS.

In selling cut-up meats, lamb patties, chicken legs, etc., the dealer takes advantage of customer psychology. The housewife gets a number of pieces of meat for her money—which pleases her. She doesn't worry about the price per pound.

effort, because it fits popular demand in price and size. Part of its appeal is due to convenience, but part to the fact that it looks like a lot of slices to the package.

Meeting the housewife's meat needs is important in securing and keeping her business. But it is even more important in serving other classes of customers. If a retailer sells to restaurants, for example, he should study their particular needs.

Restaurants Want Profit, Too

The proprietor of a cafeteria was trading at a cut-price market. He found it better to give his business to a higher-priced store, which sold him

When people complain about the price of meat it is usually because the meat dealer does not understand the customer's requirements. Transactions which leave the customer dissatisfied are unprofitable in the long run.

Get Their Minds Off Price

Customers are often lost by haphazard meat cutting and service. For example, a customer in a meat store asked the dealer for 25 cents worth of pork chops. He placed four chops on the scale and found they totaled 25 cents. The customer hesitated for a moment and said she needed one more chop. The salesman added one more chop, which brought the cost to 34 cents. The customer, jumping to the

Helping TO SELL MEAT

Every meat packer knows there are bargains in meat cuts available at the present time. Some cuts of meats are selling at prices much lower than others, and some retail prices are at unusually low levels—prices substantially lower than the peak levels reached last year.

The Institute of American Meat Packers has been attempting through news stories for food and home eco-



FULL-FLAVORED POT ROAST.

Housewife gets more meat for her money—and a dish to please an epicure.

nomics pages of magazines and newspapers to inform housewives of the many bargains awaiting them at their local retail establishment. In addition it has prepared a 16-page recipe booklet to help direct attention to these bargains.

This booklet, entitled "More Meat for



STUFFED PORK SHOULDER.

A spicy stuffing adds to goodness of this less-demanded cut.

Your Money," was prepared by the Department of Public Relations and Trade, and features low-cost recipes. Many delicious dishes can be prepared from the so-called less-demanded cuts. For example, recipes are given for roast stuffed pork shoulder, roast spareribs, meat patties, meat pies, sausage and fried apples, meat and vegetable soups,

scalloped liver, swiss steak, pot roast, and other attractive dishes. Menus are listed featuring each of the meat dishes in the booklet.

The booklet has an attractive hand-lettered cover and illustrates some of the meat dishes described in the recipes. It is available to members of the industry at a price of \$8.25 per thousand copies, f.o.b. Chicago. The entire back cover, or the entire inside front cover, or both, can be imprinted with advertising material. The cost of imprinting is \$2.00 per thousand, unless the advertising material is extensive. In that case, there may be a small extra charge for composition. Orders for any quantity can be placed through the Department of Public Relations and Trade of the Institute.

NEWS OF THE RETAILERS

C. C. Vickery will open meat market at 611 No. Main st., Evansville, Ind.

Floyd Irvin will open new meat market in the Combs building, East Main st., Elma, Ia.

LaVerne Bensinger and Emmett Ridley, Fennville, Mich., have purchased meat business from John Biller.

Leo Herman will open meat market at 3176 No. 27th st., and Louis Schwabach will open meat business at 2394 So. Lenox st., Milwaukee, Wis.

Econ-O-Way Market has engaged in meat business at 6316 N. Lombard st., Portland, Ore.

Atwood & Mills, Corvallis, Ore., have sold meat department to Charles Painter.

Walberg & Patterson have added meat market to their grocery store at 7001 24th ave., N. W., Seattle, Wash.

Ideal Meat Market Co., Inc., 6914 Wentworth ave., Chicago, Ill., has been incorporated by Edward Rasmus, Ralph Steiner and Anita Orphan.

Kenneth Pardon is preparing to reopen meat market on Main st., Pontiac, Mich.

J. E. Waddle, manager, Waddle's, 33 Green st., Xenia, O., has added new meat department.

D. E. Countryman, Canova, S. D., who operated meat market from 1915 to 1930, will reopen market in two weeks.

Marion T. Fannaly, Inc., Ponchatoula, La., purchased two 54-ton refrigerating machines.

AMONG NEW YORK RETAILERS

Routine business occupied the attention of the meeting of South Brooklyn Branch on April 7. Among subjects discussed were the Robinson-Patman bill and the New York state Livingston bill. Reports included one on the recent ladies' night. A representative of a local newspaper was present and



The opinions of specialists in the meat industry all agree on one point; namely, that the greatest need is for education:

"Meat Retailing"

By A. C. Schueren

Is one step toward solving this problem.

Better retailing means better customers. It will result in better wholesaling.

You will enjoy reading a copy of "MEAT RETAILING."

Price only \$7.00
plus postage

For Sale by
THE NATIONAL PROVISIONER
407 S. Dearborn St., Chicago, Ill.

spoke on localized advertising of retail shops.

A testimonial dinner will be tendered to some of its officials by the Jamaica Branch at Hotel Regent, Jamaica, on April 19.

Nathan Strauss, former head of Nathan Strauss, Inc., and organizer of the federal grand juries of the Eastern district, died at his home, 401 Park Place, Brooklyn, on April 6. Nathan Strauss, Inc., a large chain of provision stores, which he founded, went into voluntary bankruptcy in 1931. He had been interested actively in philanthropic work for many years. He is survived by two brothers, a daughter and two sisters.

COURT O.K.'S TRADE PRACTICES

(Continued from page 28.)

improve conditions has an obvious limitation. The end does not justify illegal means. The endeavor to put a stop to illicit practices must not itself become illicit."

Publishing Prices Not Illegal

Mere open announcement of prices and terms in advance of sales, in accordance with the custom of the trade, was not illegal, the court declared. "The unreasonable restraints which defendants imposed . . . lay in steps taken to secure adherence, without deviation, to prices and terms thus announced."

While concurring with the district court in the view that purchasers as well as sellers should have access to statistical data on the trade, the Supreme Court decided that buyers' interests would be served by dissemination of information on production, sales, deliveries, stocks on hand, on consignment or in transit, transportation and new business.

The written code of ethics of the Sugar Institute and its stated and ostensible purposes largely met the approval of the court. Activities condemned were supplemental restrictions on trade not reasonably necessary to stated purposes of the group.

MISSISSIPPI CHAIN TAX

A bill taxing chain stores in Mississippi has been passed by the state senate. The measure would levy a tax of \$6 each per year for two or three stores; \$30 each for four to nine stores; \$75 each for 10 to 14 stores; \$137.50 each for 15 to 19 stores. Still larger chains would be taxed \$250 for each store exceeding 19. National corporate food chains have recently indicated they might become wholesalers or heads of voluntary groups if the present trend toward state taxes on chain stores continued. More than 20 states have passed laws taxing multi-unit retailing, usually specifying a graduated tax, rising with number of stores.

SELL BEEF BY TRAINLOAD

Beef sales in Safeway Stores jumped 60 per cent under the impetus of concerted merchandising effort during this Western food chain's recent fourth annual beef campaign. The company's 2,162 markets sold 2,036,758 lbs. of beef during the week-long drive, an increase of 60 per cent over sales during the previous week. Beef sales per store during the week averaged 942 lbs.

Advertising keyed to the campaign, beef displays in stores, special posters and suggestive selling by retail salesmen were all used effectively to boost

operated with cattle growers during other years in a beef campaign. In 1933 beef sales were increased by 57 per cent and in 1934 by 43 per cent over the previous week by similar methods.

MONTANA PACKER SUES OTHERS

Suits charging violation of the Sherman anti-trust act and unfair competition under the Clayton act have been filed against Armour and Company and Swift & Co. and their subsidiaries by the Hansen Packing Co., Butte, Mont. The main suit is scheduled for trial in the federal court in New York, but ancillary action was filed in Chicago to assure service of action on some subsidiary units. Each suit asks \$1,000,000 actual and \$1,000,000 punitive damages, or a total of \$2,000,000, which under the three-fold damage provision of the Clayton act would be increased to \$6,000,000. The Hansen company charges unlawful competition in purchasing, processing and marketing of livestock and attempts to eliminate competition by selling below cost of production.



HELPS TO SELL BEEF.

sales from the level they ordinarily hold as an everyday food product. In spite of higher prices prevailing this year, a number of districts in which the chain operates reported that volume increased more than 100 per cent over the previous week.

Over 4,000 carcasses, making about 157 carloads, or approximately four and one-half trainloads, were sold during the period. The chain has co-

IMPROVED STEEL CONTAINERS

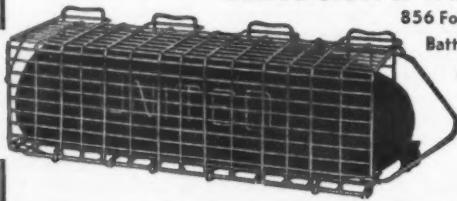
Wilson & Bennett Mfg. Co., one of the leading manufacturers of steel pails, drums and barrels, with factories and offices in Chicago, Jersey City and New Orleans, announce the promotion of J. P. (Pat) Moran as Chicago sales manager, and Grant S. Smith as manager of their food container drums. John P. (Pat) Moran has been associated with the company for 9 years and is thoroughly experienced in the steel container business and the requirements of shippers. He will also assist in directing sales activities in some other territories. Grant S. Smith was formerly vice-president in charge of sales of the National Steel Barrel Co., Cleveland, Ohio. He has introduced the advantages of steel containers into many new fields and has been directly responsible for producing extraordinary sales increases for some companies adopting the steel package.

SQUARE SAUSAGE SELLS BETTER!

Distinctive appearance does the job! Easy to use. Stainless steel and tinned models—all electrically welded for strength! Will brand sausage with your name or mark, if desired. Send for prices!

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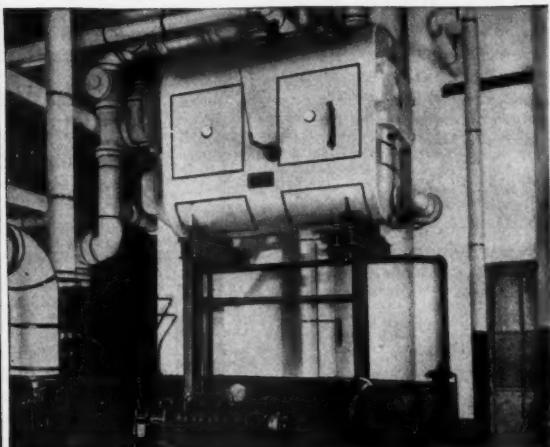
Wholesale prices of Western dressed meats quoted by the U. S. Bureau of Agricultural Economics at Chicago and Eastern markets on April 9, 1936:

Fresh Beef:	CHICAGO.	BOSTON.	NEW YORK.	PHILA.
STEERS (1):				
(300-500 lbs.)				
Choice.....	\$13.50@15.00	\$14.00@15.00
Good.....	12.50@13.50	13.00@14.00
Medium.....	11.50@12.50	12.00@13.00
Common....	10.50@11.50
STEERS:				
(500-600 lbs.)				
Prime.....
Choice.....	14.00@15.00	14.00@15.00	14.00@15.50
Good.....	12.50@14.00	13.00@14.00	13.00@14.50
Medium.....	11.50@12.50	12.00@13.00	12.00@13.00
Common....	10.50@11.50
STEERS:				
(600-700 lbs.)				
Prime.....
Choice.....	14.00@15.00	14.50@15.50	14.50@15.50
Good.....	12.50@14.00	13.00@14.50	13.00@14.50
Medium.....	11.50@12.50	12.00@13.00	12.50@13.00	12.00@13.00
COWS:				
Choice.....
Good.....	10.50@11.50	11.50@12.50	11.00@12.00	11.00@12.00
Medium.....	10.00@10.50	11.00@11.50	10.00@11.00	10.00@11.00
Common....	9.50@10.00	10.50@11.00	9.50@10.00	9.50@10.00
Fresh Veal and Calf:				
VEAL (2):				
Choice.....	14.00@15.00	16.00@17.00	16.00@17.50	16.00@17.00
Good.....	13.00@14.00	15.00@16.00	14.50@16.00	15.00@16.00
Medium.....	11.00@13.00	13.00@15.00	13.00@15.00	13.00@15.00
Common....	10.00@11.00	11.00@13.00	11.00@13.00	12.00@13.00
Fresh Lamb and Mutton:				
LAMB:				
(38 lbs. down)				
Choice.....	18.00@19.00	19.00@19.50	19.00@19.50	18.00@18.50
Good.....	17.00@18.00	18.00@19.00	18.00@19.00	17.00@18.00
Medium.....	16.00@17.00	17.00@18.00	17.00@18.00	16.50@17.00
Common....	15.00@16.00	16.50@17.00	15.00@17.00
LAMB: (39-45 lbs.)				
Choice.....	17.50@18.50	18.00@19.00	18.00@19.00	17.00@17.50
Good.....	16.50@17.50	17.00@18.00	17.00@18.00	16.50@17.00
Medium.....	15.50@16.50	16.00@17.00	16.00@17.00	16.00@16.50
Common....	14.50@15.50	15.50@16.00
LAMB:				
(46-55 lbs.)				
Choice.....	16.00@17.00	16.50@17.50	17.50@18.00	15.50@16.00
Good.....	15.00@16.00	15.50@16.50	16.50@17.00	15.00@15.50
MUTTON:				
(Ewe) (70 lbs down)				
Good.....	10.00@11.00	11.00@12.00	11.00@12.00	10.00@11.00
Medium....	9.00@10.00	10.00@11.00	10.00@11.00	9.00@10.00
Common....	8.00@ 9.00	9.00@10.00	9.00@10.00	8.00@ 9.00
Fresh Pork Cuts:				
LOINS:				
8-10 lbs. avg.....	10.50@21.00	21.00@22.00	20.50@22.00	20.00@21.00
10-12 lbs. avg.....	18.50@20.00	20.50@21.50	20.00@21.50	19.00@20.00
12-15 lbs. avg.....	18.00@19.00	19.00@20.00	19.00@20.00	18.50@20.00
16-22 lbs. avg.....	16.50@17.50	17.50@18.50	17.00@18.00	17.00@18.00
SHOULDERS:				
N. Y. Style; Skinned;				
8-12 lbs. avg.....	15.50@16.50	16.50@17.50	17.00@18.00
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Wanted, position with live organization. Age 38. Life-time experience making all kinds of sausage and specialties. Qualified to take complete charge. Can furnish unquestionable references. Would like immediate connection. W-305, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago, Ill.

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Position wanted by plant superintendent with years of medium and small plant operating experience. Practical in all departments, beef or pork. Can handle labor efficiently, produce results with minimum labor and plant operating costs. Understand costs and yields. References. W-295, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago, Ill.

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Man with many years' experience and first-class references and recommendations wishes position as production manager or superintendent. W-224, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago, Ill.

Sausage Foreman

Position wanted by sausagemaker with 24 years' successful practical experience in all details of manufacturing high-grade sausage, meat loaves and specialties. Operate with economy and secure results. Well qualified to carry responsibility. Past record substantiates capacity, judgment and ability. W-284, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago, Ill.

Sausage Foreman

Experienced sausage foreman located in Chicago wants connection with reliable packer. I can make profits for you. Let me prove my ability. Age, 41. W-293, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago, Ill.

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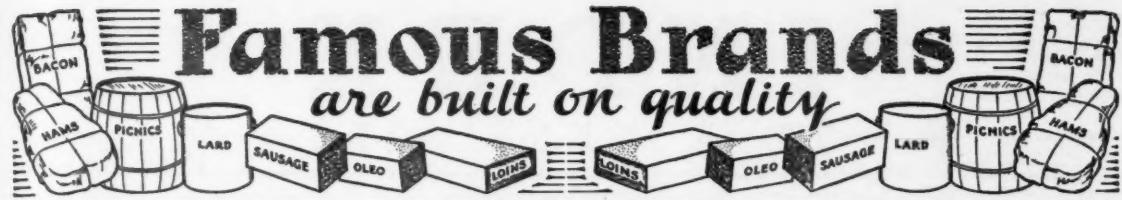
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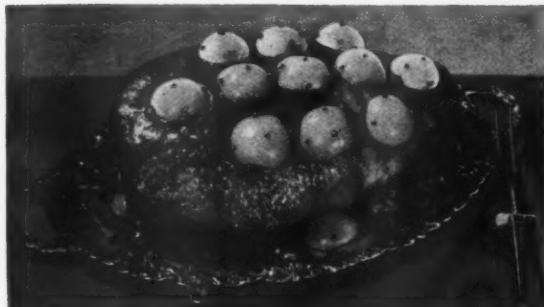


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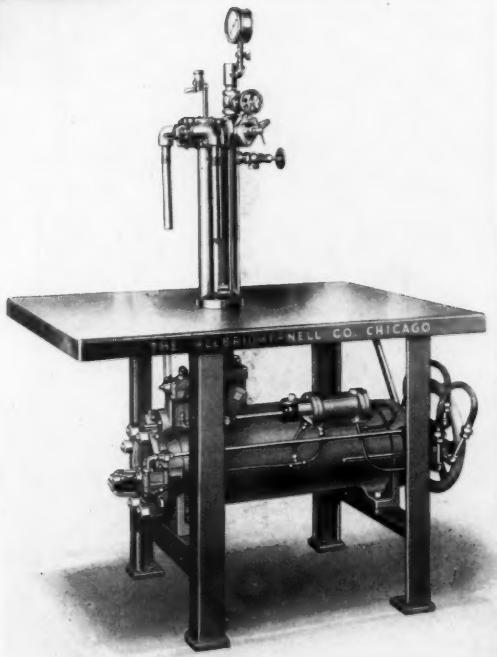
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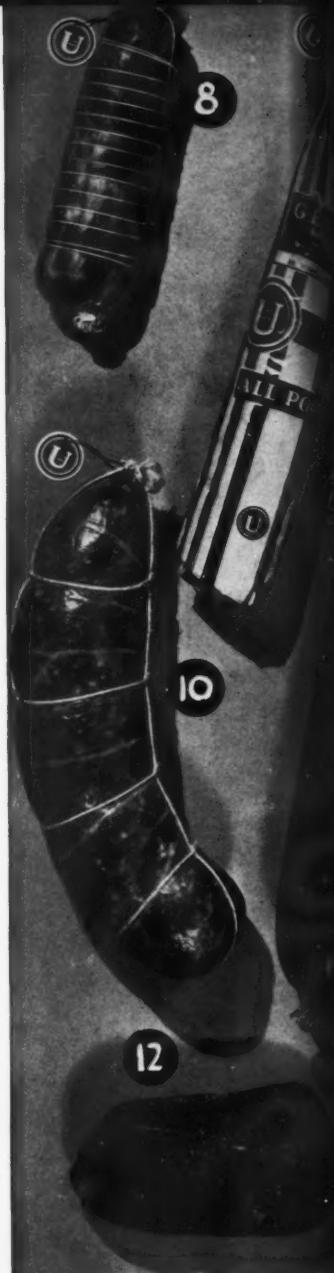
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